Europe's car sales, still led by Germany, up 17.6% last month

JAMES R. CRATE
International Editor

Driven by what analysts say will be the last of a string of dramatic monthly increases in German demand, European new-car sales last month jumped 17.6 percent from a year earlier, the biggest gain since a 27 percent advance in July of 1985.

According to *Automotive News* estimates, the rise, to 1.26 million units, put year-to-date sales for the 17 countries 4.1 percent ahead of 1990's record pace, when the industry sold 13.42 million units for the full year.

The July run up pushed sales for the seven months through July 31 to 8.69 million units.

But once again, the strong demand in Germany masked continuing weakness in several of Europe's other major markets.

German sales, which soared 67.5 percent last month compared to July 1990, accounted for 39 percent of the 17-nation total, up from 35 percent in June and a more-normal 27.5 percent a year earlier.

Historically, German sales have accounted for about one-fifth of total European volume.

Sales in the depressed British market, which is off nearly 25 percent for the year to date, slid 21 percent in July from a year ago, while preliminary data point to a 25 to 30 percent decline in store for August.

France slipped 2.1 percent for the month, bringing the seven-month total to 1.21 million units, down 14.2 percent from a year earlier.

Spain, Europe's fifth biggest market, dropped 9.9 percent for the month compared to July 1990 and was off 15.3 percent for the year.

Italy, the second biggest market after Germany, showed no change from a year earlier.

Stripping out the German rise, total European sales in July would have been virtually even with a year earlier.

Analysts, pointing out that the German data were skewed by a special factor in July, said the run up over the past year has run its course because of higher tax and interest rates there, and a collapse of purchasing power in the former East Germany.

The Bundesbank, the German central bank, raised two key interest rates two weeks ago in a move aimed at reining in inflationary consumer spending. The move followed increases in the personal income tax and fuel tax that took effect in July.

"The German numbers were artificially boosted by the termination of a tax incentive on small, catalytic (converter) equipped cars there," explained Steve Reitman, who follows the industry for UBS/Philips & Drew in London.

"We suspect the bulk of these sales were dealer registrations to beat the deadline," he said.

Reitman, who holds to his earlier forecast of a 3 to 5 percent decline in European sales this year, said he expects to see a dramatic leveling out of German demand over the remainder of 1991.

"We expect August to show a considerable decline from July's levels" as tighter fiscal policies sop up consumer demand, he said. "Statistically, we'll get a more even picture of the market from here on out," Reitman added.

Philip Wylie, automotive analyst for Salomon Brothers in London, said a meaningful drop-off in German demand in coming months is a virtual certainty.

"With the runout of savings in the eastern states, which has fueled the German boom, it will be very hard to continue these rates of growth," said Wylie, who forecasts a 1.5 percent decline in European sales this year.

"The savings in the east have got to be tapped out by now," he said.

Still, industry executives and most analysts expect German sales to rise to about 4 million units this year, from 3.27 million in 1990. Most projections factor in sales of about 400,000 units in the former East Germany.

The strong demand from Germany helped most of the volume producers post sharply higher sales totals for the month.

■ Volkswagen Group, the European and German sales leader, said its European sales in July rose 24.4 percent, to 226,882 units, with the help of a 62.3 percent jump in German sales.

The company, which produces the VW, Audi and Seat brands, derived 56 percent of its total volume in its home market last month.

■ Fiat Group reported unchanged sales for the month of 165,674 units despite a doubling of its volume in Germany.

The Italian group continues to be weighed down by consumer defections in its home market, Europe's second largest, where its sales fell 13 percent last month.

Fiat's lost volume has gone primarily to VW and Ford, both of which have gained market share in Italy.

■ General Motors Europe sales rose 21.7 percent, to 146,380, buoyed by a 67.6 percent increase in Germany.

Sales there, by far its dominant market, accounted for 57 percent of the company's total volume last month.

■ Ford of Europe jumped 32 percent, to 138,897 units, with the boost of a 92 percent surge in German volume, to a record 50,850 units.

Reflecting the severe downturn in its home market, Ford sold four cars in Germany in July for every one it sold in Britain: 50,850 to 12,205.

For the seven months, Ford's British sales slid 27 percent, to 209,649 units, but jumped 59 percent in Germany, to 304,830.

■ France's Peugeot and Renault groups posted gains in July of 16.3 percent and 11.2 percent in Europe. The two automakers' sales rose 74.2 percent and 143.8 percent for the month in Germany.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	7 months, 1991	Pct. change vs. 1990
Germany	2,869,700	+53.8
Italy	1,569,900	− 2.4
France	1,215,500	−14.2
United Kingdom	837,800	−24.6
Spain	549,500	−15.3
Netherlands	358,200	+ 1.1
Belgium-Luxembourg	339,700	+ 0.9
Switzerland	208,100	− 3.4
Austria	204,200	+ 5.9
Portugal	135,800	+ 9.2
Sweden	111,400	−25.4
Greece	86,800	+25.6
Finland	61,300	−37.5
Denmark	53,900	+ 0.6
Ireland	51,800	−17.0
Norway	32,000	−15.3
Total	**8,685,600**	**+ 4.1**

EUROPEAN SALES

Manufacturer	7 months, 1991	1991 share[1]	7 months, 1990	Volume change (%) '91 vs. '90
Volkswagen	1,456,200	16.8	1,288,700	+13.0
Fiat Auto[2]	1,150,800	13.2	1,263,700	− 0.9
General Motors[3]	1,060,800	12.2	949,000	+11.8
Ford[4]	1,039,300	12.0	944,600	+10.0
(Jaguar	7,200	0.1	11,000	−34.5)
Peugeot S.A.[5]	993,200	11.4	1,067,900	− 7.0
Renault	852,400	9.8	837,300	+ 1.8
Mercedes-Benz	292,500	3.4	260,400	+12.4
Nissan	274,100	3.2	231,100	+18.6
BMW	247,100	2.8	229,900	+ 7.5
Toyota	225,700	2.6	220,000	+ 2.6
Rover	200,500	2.3	222,000	− 9.7
Mazda	187,900	2.2	168,500	+11.5
Volvo	125,900	1.4	150,500	−16.4
Mitsubishi	123,000	1.4	104,100	+10.2
Honda	104,700	1.2	94,100	+11.3
Suzuki	62,100	0.7	61,500	+ 1.0
Lada	55,600	0.6	63,000	−11.7
Subaru	34,400	0.4	31,300	+ 9.7
Daihatsu	33,700	0.4	24,600	+37.0
Saab	30,900	0.4	35,300	−12.5
Skoda	26,900	0.3	15,300	+75.8
Isuzu (non-GM)	2,200	0.0	3,700	−41.0
Others	105,700	1.2	78,900	+34.0
Total	**8,685,600**	**100.0**	**8,345,400**	**+ 4.1**

1-doesn't total 100% because of rounding
2-Includes Alfa Romeo, Lancia
3-Opel; Vauxhall; GM-U.S., Canada; Isuzu; not Saab
4-Includes Jaguar
5-Peugeot, Citroen, Talbot

Study predicts world sales will rise 50% in 20 years

ED WENDT
Staff Correspondent

LONDON — Worldwide vehicle sales, led by "explosive" growth in South Korea and Eastern Europe, will jump more than 50 percent in the next 20 years, according to a study released last week.

The report, *The World Market Strategic Review and Forecast Databook*, published by London-based Euromotor Reports and Pemberson Associates, says worldwide vehicle sales by the year 2010 will rise to 74.7 million units from the 49.3 million sold last year. Most of the rise will come as consumer incomes in the lesser-developed Asian and East European rise to levels that permit new-car purchases, says the company.

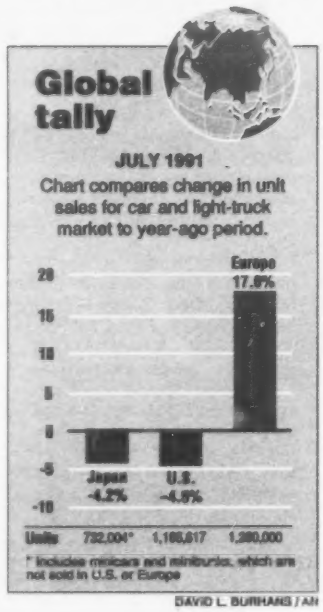
According to the projections, fully one-third of the increase, or about 8 million units, will be accounted for by newly developing markets in Asia. The South Korean market alone will rise to 3.4 million units a year by 2010 from 980,000 last year, the report says.

The forecast predicts that Asian vehicle sales will approach 12 million units in 2010, up almost 200 percent from 1990 levels.

Euromotor also foresees strong growth in Eastern Europe, where annual volume is expected to grow by 4.3 million units by 2010, compared with 4 million units in Western Europe.

Karl Ludvigsen, managing director of Euromotor Reports Ltd. and chairman of Ludvigsen Associates, called his projections a "conservative estimate" that would withstand even last week's political turmoil in the Soviet Union.

"The motor industry has survived this kind of upheaval we are seeing in Russia before," he said. "It's too important an industry for the Soviet Union to allow it to suffer tremendously."



DAVID L. BURHANS / AN

Ludvigsen described South Korea as a "powerhouse."

"Sales in South Korea will accelerate at such a rate that the national fleet will explode from 3.2 million in 1990 to 24.8 million in 2010, an expansion of 665 percent over the forecast period," he said.

The report considers China the next most important Asian market. It predicts sales there will total 2.6 million vehicles in 2010, up 243 percent from 1990. As in South Korea, it says, Chinese demand will be met chiefly by domestically-produced vehicles.

"Both countries will have immense demands for vehicle design and tooling services in the years ahead," said Ludvigsen.

Less-developed countries, the report predicts, will gain massively in importance as vehicle markets in the next 20 years. According to the report, they will experience a 153 percent rise in overall passenger-car demand and a 161 percent rise in commercial-vehicle sales.

"The outlook for 2010 is for more than one-third of the world's vehicle sales to be made in LDC nations," said Ludvigsen.

According to the report, vehicle demand in the less-developed countries lags the more-developed countries by up to 35 years. In 1960, it points out, the more-developed countries absorbed 13 million vehicles, a demand level the study predicts will be reached by the less-developed countries in 1995. In 2010, they will reach a demand level of 26 million vehicles, a level attained by the more-developed countries in 1975, says the study.

Ludvigsen warns vehicle manufacturers to "maintain and build their strategic positions in the LDCs, since by far the majority of the rising demand in the LDC nations will be met by local assembly and/or manufacture."

But car and truck sales in the more-developed countries will jump as well, the study says. From 1990 to 2010, it says, auto sales in the more-developed countries will jump 40 percent, while commercial vehicles will rise by 62 percent.

Ludvigsen said the "revived Eastern Europe" will become another rival of Western Europe. Eastern markets will grow 112 percent against 26.6 percent for the Western markets, he added.

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PORSCHE

America Roadster joins 911 lineup

KRISTINE STIVEN BREESE
Staff Reporter

Most of Porsche Cars North America's attention for 1992 will be focused on the new 968 coupe. In addition to the 968, which replaces the 944, Porsche is offering a new limited-edition model, the 911 America Roadster.

INTRO-'92

There will also be minor changes to the 911 Carrera 2 and 4. The 911 Turbo and both 928 models will remain as is.

The 911 America Roadster gets its name from the 1952 limited-edition 356 America Roadster. It shares the same 3.6-liter, six-cylinder engine as the Carrera 2 and 4. The engine delivers 247 horsepower at 6,100 rpm and 228 pounds feet of torque at 4,800 rpm.

The car will resemble the 911 Turbo in many respects, although it won't have the huge fixed spoiler that dominates the rear of the Turbo. The suspension and brakes are shared with the Turbo. And its wide front and rear fenders and five-spoke wheels resemble the Turbo.

The Roadster will come with a five-speed transmission or the Tiptronic transmission, which allows clutchless manual shifting or automatic operation.

The $87,900 America Roadster will be sold in limited volume — "only a few hundred," according to a Porsche spokeswoman. It will be available only as a cabriolet. The car goes on sale in November.

Sales of the 911 America Roadster, priced at $87,900, will be limited to a "few hundred," Porsche officials say.

The Carrera 2 and 4 will get redesigned side-view mirrors and the new five-spoke, Turbo-design wheels as on the Roadster. The rear-wheel-drive and all-wheel-drive Carreras should be available before the Roadster "in early fall," according to the company.

PORSCHE FOR 1992

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
911 America Rdstr.	89.4	168.3	69.9	52.0	3,164	3.6L, I-6	rwd	conv.
Carrera 2	89.5	168.3	65.0	52.0	3,031	3.6L, I-6	rwd	2-dr.,conv.
Carrera 4	89.5	168.3	65.0	52.0	3,252	3.6L, I-6	awd	2-dr.,conv.
911 Turbo	89.4	168.3	70.0	51.6	3,274	3.3L, I-6	rwd	2-dr.
928	98.4	178.1	72.3	50.5	3,549	5.0L, V-8	rwd	2-dr.
968	94.5	170.1	68.3	50.2	3,086	3.0L, I-4	rwd	2-dr.,conv.

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	July Total	June Total
Toyota	60	23	83	66
Saturn	79	—	79	62
Infiniti	61	—	61	49
Honda	55	—	55	69
Nissan	37	17	54	43
Lexus	53	—	53	53
Ford	24	26	50	46
Chevrolet	27	22	49	49
Acura	45	—	45	46
Mazda	20	15	34	32
Mitsubishi	28	5	33	34
Hyundai	25	—	25	22
Dodge	8	14	22	26
Buick	18	—	18	17
Oldsmobile	16	1	17	14
Pontiac	16	1	17	18
Subaru	15	—	15	15
Volvo	14	—	14	17
BMW	13	—	13	11
Isuzu	1	12	13	22
Mercury	13	—	13	13
VW	11	1	12	13
GMC	—	12	12	11
Mercedes	12	—	12	12
Jeep	—	11	11	11
Plymouth	4	6	10	12
Cadillac	10	—	10	10
Lincoln	9	—	9	10
Suzuki	2	5	7	5
Saab	7	—	7	5
Jaguar	6	—	6	7
Sterling	4	—	4	3
Daihatsu	3	1	4	4
Range Rover	—	3	3	3
Eagle	3	—	3	4
Chrysler	3	0	3	4
Audi	2	—	2	4
Peugeot	2	—	2	2
Porsche	2	—	2	2
Yugo	2	—	2	1
Alfa Romeo	2	—	2	2

Toyota regains lead in sales per dealer

Toyota lead all franchises in retail sales per dealer in July, displacing Honda. Toyota also led in April and May.

Nissan, in the fifth position, was the closest car-truck brand to Toyota. Saturn, which added 50 franchises in the first six months of this year, took the second position, followed by Infiniti and Honda, also car-only franchises.

July new-car sales were the strongest of the year on a seasonally adjusted basis, and that showed up in sales-per-dealer averages, which rose for many brands.

Between Jan. 1 and July 1, 29 makes lost dealers, 10 networks grew and four were unchanged.

— *Karen Detkowski*

obituaries

Chester G. Sandman

SHELBYVILLE, Ind. — Dealer Chester G. Sandman, 90, died Aug. 20. Sandman, who retired in 1989, co-founded Sandman Brothers Inc. (Buick-Pontiac-Cadillac-GMC Truck-Chrysler-Dodge-Plymouth).

Stanley W. Stuttard

GREENVILLE, S.C. — Stanley W. Stuttard, 68, a 35-year General Motors employee, died Aug. 10. Stuttard, who was retired, was director of plant engineering for GM in Wentzville, Mo., from 1973-81. From 1981-83, he was director of plant engineering in Wentzville.

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COLOR

FROM PAGE 3

has their own idea of the trends.

Color trends are debated and discussed in spring and fall each year at an event called Color Marketing, when about 1,200 people gather from the design, product and fashion worlds.

According to White, participants basically agree on the trends, then go back to their own car companies, color studios or fashion houses and interpret them for their customers' needs.

"Fashion puts out the colors first," said White, followed several years later by cars. Consumers get used to the fashionable color palette, having seen it in clothes and furnishings, so they are ready for the new colors on automobiles several years later.

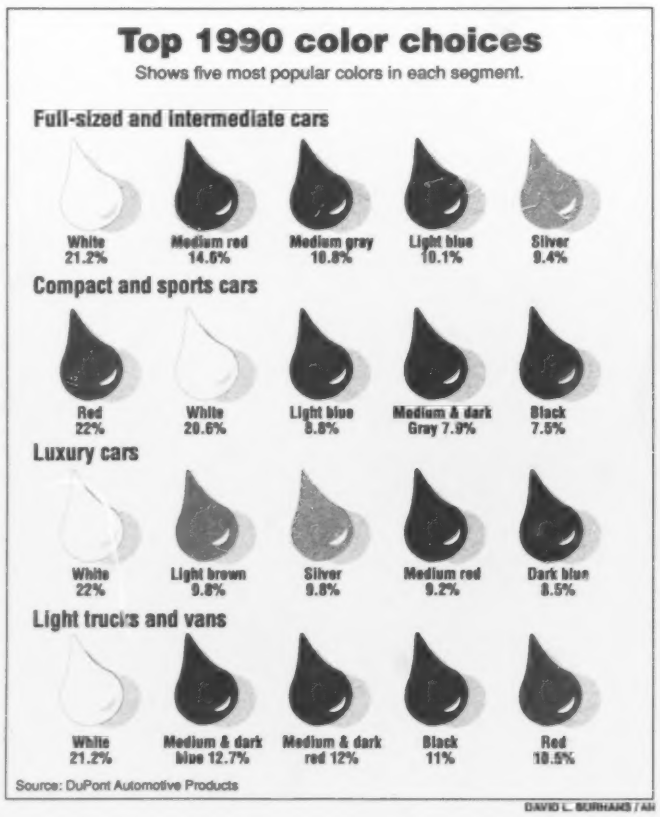
Jon Hall, chief color designer at BASF, disagreed completely: "That might have been true 10 years ago, but not now."

Hall said the color trend for cars is influenced by fashion, but that the arranged color palette is an old-fashioned idea.

Robert Daily, color marketing manager for DuPont automotive finishes, said Color Marketing affects fashion, but only informs auto paints.

Workshops at the group's meeting last spring in Dearborn, Mich., developed trend forecasts for 1993, but at that time the paint makers were putting final touches on their color offerings for the 1995 model year. Fashion, gift wrap and other industries with fast turn-around times can react almost immediately, Daily said, and "sometimes we see revolutionary things happen." But for durable automobiles and their long lead times, color trends tend to evolve slowly, and the sessions "substantiate, or unsubstantiate, what I've already done."

> The shapes (of cars) are going to be different in the '90s, more rounded, more aero, more sculpted, more stylized shapes. We'll see color more conducive to those shapes, generally lighter in value, brighter and cleaner, more chromatic.
>
> **Robert Daily**
> DuPont automotive finishes



DAVID L. BURHANS / AN

Brighter future

The three color gurus have different ways of arriving at their forecasts, but they see a similar future.

"The shapes (of cars) are going to be different in the '90s, more rounded, more aero, more sculpted, more stylized shapes. We'll see color more conducive to those shapes, generally lighter in value, brighter and cleaner, more chromatic," said Daily.

"There seems to be a resurgence of green right now, more in teal, aqua or jewel-type greens. Browns are down now, but may be back in the mid-'90s. A reddish beige or light tan has been popular in the luxury segment, but 'root beer' colors have not been very popular. The general trend is warmer, influenced by red."

PPG's White shared these thoughts:

"You'll see a lot of reds and blues and the influence of purple in the '90s. We've got a dark brown, 'tundra,' that's not a chocolate brown; it's a new color, brown with the influence of violet.

"And you're going to see green, because of the environment."

Hall sees the same ecological influence, and at his company's 1995 model year shows for automakers in Tokyo and Detroit, he predicted more "greens, golds and new kinds of brown" because of it. A parallel trend is the high-technology look that will show up as "flat black, brushed steel, the kinds of finishes you see on computers. It's more of a cold look, almost the opposite of the ecological influence."

Finally, Hall said, there is "an interest in color and fun things. Young people are consuming fluorescent, wild colors."

Colors that have fallen out of favor, said Hall and Daily, are gray metallic and silver metallic. Hall agreed that browns are at a low point now, but will come back.

"Tan has become an absence," said White. "We're going to see a new neutral type color: 'pebble,' 'eggshell.' We'll see silver with a second accent color in it."

The lime green on PPG's 1995 palette is an example of how a color moves through the consumer world. It is a bright neon hue that showed up several years ago on summer shorts worn by pre-teens, then moved to trim accents on such things as aftermarket windshield wiper air deflectors. A version was in the 1994 PPG collection, and a sample of the color on a piece of sheet metal will stay on the selection wall for 1995.

Fluorescent colors have been limited to pace cars, show cars and Formula One racers because they fade quickly in the sunlight, but White said PPG has a technical solution. She would not say whether any customer had chosen it.

It's a small world

The world of automotive paint color is small.

"It's a non-union, clique sort of group," said White. "Globally, it's a very small group," perhaps several hundred. Hall said there are seven or eight major paint companies in Europe, three or four in Japan as well as the three in the United States.

PPG, BASF and DuPont take their color shows to each of the automakers. Their color experts participate in allied events, like Design Saturday, an October New York show for interior designers, and Neocon, a June show held in conjunction with the Chicago Furniture Mart.

Confidentiality is a given in the industry. But the paint companies call on the same customers, buy from the same pigment makers, and attend the same conferences, so word on trends naturally gets around and the industry's rhythms are broadly known.

"Almost everybody has their '95 show done," said Stan Novinski, global manager for industrial products at The Mearl Corp., a supplier of pearlescent pigments to the paint industry worldwide.

"There's a lot of pressure to bring advanced methods ahead" and speed up the introduction of new paints, said Novinski.

Daily said DuPont is not inclined to put untested colors and techniques in the color shows, because the car designers get too excited and want the new color now.

White said it takes 2½ years for colors to reach cars in the Big 3, because paint makers, independent pigment makers and all the suppliers for the interiors have to crank up and coordinate their efforts.

The delay can be as much as five years if new technology is involved, said Hall, because among other things, auto companies demand to know what happens to the paint after two years of exposure to Florida sunshine.

"It's rare that a color is bought right off the wall," said White. Carmakers want it a little bluer, or a little darker, or a little lighter, to match their choices for interiors and their visions for a car. "Color is still a creative portion of the design business," she said. "A great design isn't great enough until it has the right color on it."

And following several automakers who have opened West Coast design studios in trend-setting California, PPG Industries is preparing to open a color studio in Torrance, Calif.

The Big 3, most Japanese companies, Volkswagen, BMW and Mercedes-Benz have studios on the West Coast.

The PPG color studio will share space with other PPG offices and will report to White.

Technology can give a company an edge beyond the subtlety of designing a particular color to meet a trend. Both BASF and PPG are working on multi-hued colors called metamerics that look different in different lights.

Such paint would satisfy both the ecological and the high-tech trends, said Hall: "It's an effect that occurs in nature, and it can be manufactured, as in a hologram."

High-tech colors

DuPont is experimenting with photochromic colors that change in sunlight, and thermachromic colors that change with heat. It has also worked with bicolored pearly colors, but Daily said they don't usually look good on large surfaces, like car fenders.

Besides bright, low-luster colors, PPG is working on dark colors that reflect sunlight and heat as well as white. Dark colors don't sell well in the South now because of heat buildup.

Japan's Nippon Paint Co. has developed a way to paint aluminum or composites using an electric charge in the metal that causes the pigment to hold a different angle than non-charged areas, letting a logo or other graphic device show up in a single color of paint.

At Mearl, chemists are studying silver-coated paint particles and optical features coming out of the money-printing industry.

Technological answers to environmental concerns are behind some color directions. Pigments with lead in them — some yellows, oranges and reds — have already been dropped by manufacturers.

U.S. assembly plants and paint lines have gone almost completely to paints called high-solids, which have more pigment. High solid paints can be applied with waterborne paint systems like that at the Saturn Corp. plant in Spring Hill, Tenn.

In standard paint booths, they can be applied with less of the volatile organic compounds used in carriers that add to air pollution when they evaporate, leaving the pigment behind.

Asian and European plants use more low-solid paints, which leave more pollution behind.

A red hot opportunity with Honda

Bright fluorescent paints are a particular challenge, because they fade in the sunlight.

Larry Shinoda, a Detroit car designer who has worked at General Motors and Ford Motor Co., tells this story:

Earlier this year he was in Tokyo with some people from Nippon Paint Co., a leading Japanese supplier. They were in a Ginza hostess club when Nobuhiko Kawamoto, president of Honda Motor Co., joined the group.

The suppliers naturally offered to do business with Honda, whose engines power the dominant McLaren-Honda Formula One cars.

"Yes, there is something you can do for us," said Kawamoto. "Make a Marlboro Red that's durable."

— William R. Diem

Color designers have visions of the future

Color designers get to see the insides of a lot of car studios, but they are sworn by contract and their sense of ethics to secrecy. But if they won't convey details, they will convey excitement.

Robert Daily, color marketing manager for DuPont Automotive Products, sees this future:

"There's a tremendous amount of enthusiasm at the different automotive design studios. Without exception, they have a lot of creative people, doing creative things, exciting things, new shapes to go along with the new technologies.

"Designs are going to be rounded, a sculpted look. It's a big departure from the boxy shapes.

"I think you're going to see niche markets open up for things like the (Pontiac) Stinger. Along with that, they want some niche colors."

How PPG showed its colors

PPG Industries' Marilyn White would not describe her company's 1995 paint show, but it is likely to adopt some ideas from the innovative 1994 Environomics show.

At each of a dozen basic color stations, painted exterior steel panels in varying shades of a color were displayed with fashion items, magazine clippings, automotive carpeting, bucket seats and painted wheels.

Suppliers Seton Co. (seat leather), Chatham Knitting Mills (seat cloth), and Asahi Motor Wheel and Masland Industries (carpet) worked with PPG color designers on the exhibit, and representatives followed it to auto companies around the world last year.

White said PPG has been asked by some U.S. and Japanese carmakers to arrange a color show for car dealers. The companies hope that if dealers are more aware of color options, they will order color more aggressively. "We're hoping it will happen," she said.

— William R. Diem

OUTLOOK

FROM PAGE 1

that the recession has ended even if economic growth remains anemic through next year.

But that doesn't mean auto sales will rebound soon. Auto analysts expect car sales to gradually strengthen. There could even be a slight surge in September and October if automakers offer more attractive incentives to clear out 1991 model inventories.

But volumes could sink in the fourth quarter if General Motors and Chrysler Corp. reduce their sales to fleets.

Last March, Ford and GM said they would lengthen the cycle that vehicles sold to daily rental companies stay in the fleets before being repurchased by the automakers. The program begins with 1992 vehicles. At Ford, the time spent in service has increased to six months or 15,000 miles, up from four months and no minimum mileage. GM is expected to adopt a similar program.

Though Chrysler never announced a plan to extend cycle time for daily rental cars, sources said the number of program cars for the 1992 model year will drop to 200,000 vehicles, down from 240,000 vehicles this model year.

"Chrysler and GM have been flooding the market with fleet sales to the rental car industry," said Jean Claude Gruet, analyst for New York-based UBS Securities. He says fleet sales constitute more than 25 percent of the market, with retail sales lagging behind. Hence if fleet sales soften in the fourth quarter, then automakers will need an improvement in retail sales to take up the slack.

But consumers are in a defensive posture. High levels of consumer debt, declines in real wage growth and disposable income, and unemployment at 6.7 percent have made them skittish.

"Real wage growth is needed to sustain a sales recovery," said Gruet. "For auto sales to rebound, the economy needs a stimulus and I don't know where that will come from."

Several analysts surveyed by *Automotive News* at the start of the year have adjusted their sales predictions downward for the calendar year. The spread between the nine analysts surveyed is now a low of 12.5 million car and truck sales in the United States to a high of 13.2 million. The high earlier in the year was an optimistic 13.9 million vehicles.

Analysts agree that Toyota, Honda and Mazda will finish the year with improved market share. "Toyota is the major automaker to gain share, but even Subaru's share is up moderately because of the company's aggressive marketing of the Legacy," said Michael Luckey, of New York-based Luckey Consulting Group.

Shares of the car market are expected to deteriorate for Chrysler Corp. and Ford Motor Co. Neither company will introduce major new models that could boost their sales. Analysts say GM's market share could strengthen.

In the light-truck market, analysts predict market shares at Chrysler and Toyota will advance while Ford and GM's shares will dip.

"Toyota, Nissan, Mitsubishi and Chrysler will see some improvement in the truck market, but there is really no sea changes going on in the truck market," said Maryann Keller, analyst with New York-based Furman Selz Inc.

"The Japanese will be the winners overall and specifically at Honda, Toyota and Mazda," she added.

The automakers are optimistic about the fourth quarter. Total Big 3 production for the fourth quarter is pegged at 2.5 million, up 15 percent from 2.1 million in the fourth quarter a year ago and a predicted 2.2 million in third quarter 1991. But automakers are always generous in their fourth quarter forecasts.

Chrysler is expected to produce 419,000 vehicles, up from 365,000 in the third quarter and 404,000 in the fourth quarter a year ago.

Ford plans to produce 849,000 vehicles, up from 798,000 in the third quarter and 728,500 in the fourth quarter a year ago.

GM projects it will produce 1.2 million vehicles, up from 1.1 million in the third quarter and 2.1 million in fourth quarter 1990.

ANALYSTS' FORECASTS FOR THE 1991 CALENDAR YEAR

(figures in millions of units)

		Total vehicles	Cars	Trucks*	Imported cars	Imported trucks
Bernard Campbell	original	13.3	8.8	4.5	2.4	0.50
Data Resources	revised	13.0	8.8	4.2	2.3	0.50
Jean Claude Gruet	original	13.0	8.5	4.5	2.2	0.54
UBS Securities	revised	13.0	8.6	4.4	2.1	0.57
John Hammond	original	13.0	8.7	4.3	2.3	0.35
J.D. Power	revised	12.6	8.5	4.1	2.1	0.50
Maryann Keller	original	13.5	9.2	4.3	2.6	0.6
Furman Selz Inc.	revised	13.2	8.6	4.6	2.1	0.6
Jack Kirnan	original	13.4	9.0	4.4	2.3	0.45
Kidder Peabody	revised	12.5	8.6	3.9	2.4	0.30
Ann Knight/Steve Girsky	original	13.6	8.9	4.7	2.4	0.46
Paine Webber	revised	12.9	8.5	4.4	2.1	0.50
Michael Luckey	original	13.4	9.1	4.3	2.4	0.60
Luckey Consulting Group	revised	12.7	8.4	4.3	2.2	0.50
Wendy Needham	original	13.5	8.8	4.7	2.6	0.60
Smith Barney	revised	12.8	8.4	4.4	2.3	0.60
William Pochiluk	original	13.9	9.2	4.7	2.6	0.56
Autofacts Inc.	revised	13.1	8.7	4.4	2.3	0.56

*Includes medium- and heavy-duty trucks

FOURTH QUARTER PRODUCTION FORECAST

Big 3 U.S. and Canada cars and trucks

	1991	1990	Percent Change
U.S. car	172,000	190,200	– 9.6
Canada car	7,000	8,000	– 12.5
Total car	**179,000**	**198,200**	**– 9.7**
U.S. truck	134,000	117,600	13.9
Canada truck	106,000	88,700	19.5
Total truck	**240,000**	**206,300**	**16.3**
CHRYSLER CORP.	**419,000**	**404,500**	**3.6**
U.S. car	346,000	304,500	13.6
Canada car	103,000	94,700	8.8
Total car	**449,000**	**399,200**	**12.5**
U.S. truck	374,000	301,200	24.2
Canada truck	26,000	28,100	– 7.5
Total truck	**400,000**	**329,300**	**21.5**
FORD MOTOR CO.	**849,000**	**728,500**	**16.5**
U.S. car	722,000	596,200	21.1
Canada car	87,000	103,600	– 16.0
Total car	**809,000**	**699,800**	**15.6**
U.S. truck	362,000	283,600	27.6
Canada truck	71,000	63,400	12.0
Total truck	**433,000**	**347,000**	**24.8**
GENERAL MOTORS	**1,242,000**	**1,046,800**	**18.6**
U.S. car	**1,240,000**	**1,090,900**	**13.7**
Canada car	**197,000**	**206,300**	**– 4.5**
Total car	**1,437,000**	**1,297,200**	**10.8**
U.S. truck	**870,000**	**702,400**	**23.9**
Canada truck	**203,000**	**180,200**	**12.7**
Total truck	**1,073,000**	**882,600**	**21.6**
TOTAL BIG 3	**2,510,000**	**2,179,800**	**15.1**

'92 looks both half empty, half full, say dealers

DARRELL PRESSLEY
Special Correspondent

For every dealer who is bubbling with excitement about the upcoming 1992 model year, there is one who is stocking up on Alka-Seltzer in anticipation of another long year.

Skepticism by consumers on the stability of the economy, vehicle price increases and the resurgence of the used-car market have caused some dealers to be conservative in ordering 1992 vehicles.

Orders are 15 to 20 percent lower than last year at Kallis Ford-Chrysler in Belfast, Maine, said Terrell Whitney, general manager: "It doesn't look promising right now. I don't care what you put in front of them, the only ones who are buying are the ones that have to," and they are buying program cars, which has hurt new-car sales.

Program cars are sold to daily rental firms, then repurchased by automakers at guaranteed rates and redistributed to dealers through auctions.

And with no sure signs that the recession is over, dealers are concerned that the economy, as well as price increases, will have a big impact on sales.

"The price in and of itself is not the problem," said Frank Ursomarso, president of Union Park Pontiac-BMW-Honda-GMC Truck in Wilmington, Del. "If the consumer loses income, or is laid off, then their ability to pay decreases. The manufacturer who can offer value at the lowest price will come out ahead."

Even with price hikes, some 1992 models are expected to be hot items. Ursomarso said showroom traffic has increased and the dealership is ordering about 20 percent more units than last year. With restyled models like the Pontiac Bonneville and Grand Am, "we see the market improving," he said.

Automakers are optimistic about the 1992 model launch and hope the light at the end of the tunnel isn't coming from a train. Michael Grimaldi, general marketing manager at Oldsmobile, said, "We are seeing a rebound in sales during the summer, with this last month being even stronger. We are looking cautiously optimistically at the fall quarter, and expect sales to continue to strengthen well into the 1992 model year."

El Schlesinger, Pontiac general sales and service manager, said the redesigned Bonneville and Grand Am puts the division in "excellent position" going into the 1992 model year: "We're in decent shape — in fact we're in great shape to keep our production in place as we go through the fourth quarter."

James Reilly, president of Reilly Buick-GMC Truck Inc. in Colorado Springs, Colo., believes the new model year will bring a slight increase in sales: "We're not going to see a tremendous upturn in car sales. We might see two or three more cars sold a month."

As they decide what models to order and how many to keep in inventory, dealers are faced with the dilemma of trying to anticipate the desires of customers.

"People aren't catalog buyers like they used to be," said Reilly. "They come in and say, 'If you don't have it, I'm going to go down the street.' "

Dan Hatfield, vice president and general manager of Toyota West in Columbus, Ohio, said 1992 will be a very stable year for the auto industry, but he is still keeping his fingers crossed: "I probably wouldn't be in this position if I weren't an eternal optimist."

Staff Reporters Liz Pinto and Arlena Sawyers contributed to this report.

Ford will repair Tempo, Topaz fuel pumps for U.S. owners

KATHY JACKSON
Staff Reporter

Ford Motor Co. says it will extend fuel pump warranty coverage on the 601,000 1988 and 1989 Tempos and Topazes that have been sold in the United States, a move that could cost the automaker about $75 million.

Ford already faces a bill of approximately $9.3 million for the 52,000 Tempos and Topazes that customers have fixed on their own at an average cost of $180.

The program will extend coverage to five years or 50,000 miles, pay for future fuel pump failures, and reimburse consumers who have already paid for the repairs, Ford spokesman Mike Moran said.

Ford announced the program Friday, a day after the Center for Auto Safety wrote a letter to the FTC. The letter from the Washington-based consumer watchdog group urged the FTC to force Ford to implement a program similar to the one that was announced earlier this month in Canada. In that program, Ford of Canada agreed to pay for fuel pump failures on the two models and to extend warranty coverage on the part.

> Ford said the letter from the consumer group had nothing to do with its actions.

Fuel pumps on Tempos and Topazes sold in Canada and the United States have been failing at a rate far higher than fuel pumps installed by other manufacturers.

Ford spokesman Mike Moran said the letter to the FTC from the consumer group had nothing to do with Ford's actions. Moran said Ford was conducting its own investigation and was prepared to satisfy customer complaints. "Our actions were moving quite far along prior to any letter," Moran said.

The association's executive director, Clarence Ditlow, remained critical. "It's a shame that it took public pressure to get Ford to do the right thing," Ditlow said. "That's why Ford is losing sales to the Japanese."

Admitting that the internal seal on the pump may wear prematurely, Ford of Canada on Aug. 13 agreed to pay for all past and future fuel pump failures on the 132,000 models sold in Canada. Ford of Canada also extended warranty coverage on the cars at a cost estimated between $11 million and $15 million.

Moran said the U.S. program will be similar to Canada's, but he didn't have all of the details. He said the failure rate in Canada may be 15 to 20 percent higher than it is in the United States because they use a more volatile fuel in Canada that could destroy the seal more quickly.

The cars are built by Ford at Kansas City, Mo., and Oakville, Ontario.

The pumps generally fail during very warm weather and cause the vehicles to stall. Some U.S. dealers say failure often occurs between 20,000 and 40,000 miles; some say they have replaced more than 100 pumps per year.

Pontiac adds rebates to '92s

Pontiac jumped into the 1992 model year incentive war last week by announcing consumer rebates on some of its vehicles.

Pontiac is paying buyers $500 on 1992 LeMans and 1992 Firebird and $750 on 1992 Grand Prix and 1992 Trans Sport.

Also, the car company expanded its current incentive program on 1991 vehicles: Grand Am and Trans Sport, $750; Firebird and Grand Prix, $1,000; and Bonneville, $1,500.

In lieu of rebates consumers may choose special financing rates of 4.9 percent to 10.9 percent, depending on the length of the contract.

Pontiac's incentive program on 1991 and 1992 vehicles will expire on Sept. 25.

Cadillac continues its 1991 model year clean-up with a factory-to-dealer incentive program on select cars.

Through Sept. 25, dealers earn $500 on 1991 DeVille, Fleetwood and Brougham.

— *Arlena Sawyers*

INCENTIVE WATCH
DEALER INCENTIVES
CONTINUING PROGRAMS

ALFA ROMEO (expires Dec. 31)	
164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid
AUDI (expires Sept. 30)	
100/200	$2,000-3,500
CHRYSLER CORP. (expires Sept. 30 unless otherwise noted)	
Dodge Shadow, Spirit (1991)	$100-700, quota
Monaco (1991)	$1,000-2,000, based on sales
Dodge truck	
Ram Club Cab (1990-91)	$1,000
Ram D/W (1990-91)	$500
Ramcharger (1990-91)	$1,000
Eagle Premier (1991)	$1,000-2,000, based on sales
Jeep Cherokee (1991)	$500
Plymouth Sundance, Acclaim (1990-91)	$100-700, quota
Minivans (1991) without air bags	$500
FORD MOTOR CO. (expires Sept. 30)	
Ford Crown Victoria (1991), Mercury Grand Marquis (1991)	$1,000
GENERAL MOTORS	
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
DeVille, Fleetwood, Brougham (expires Sept. 25)	$500
Oldsmobile (expires Sept. 25)	
Eighty Eight (1991)	$1,000
HONDA (expires Sept. 3)	
Civic 4-dr. (1991)	$400
HYUNDAI (expires Oct. 2)	
Sonata SE, Scoupe SE (1991)	$100-300, based on sales
ISUZU (1991 models, expires Sept. 16)	
Cars	$700-1,500
Trucks	$700-1,800
MAZDA (1991 models; expires Oct. 2 on Navajo, Sept. 4 on others)	
MX-6, MPV	$500
Navajo	$750
929, RX-7	$2,000
MERCEDES-BENZ (1991 models, no expiration date listed)	
300SE, 300SD, 300SDL, 300SEL	$3,000
420SEL, 560SEL	$5,000
MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii; Aug. 30 elsewhere; payments vary by regions.)	
Mirage	$250-750
Eclipse	$200-1,500
Galant	$200-2,000
Trucks	$200-1,500
NISSAN (1991 models; expires Feb. 2, 1992, on 300ZX, Oct. 2, 1991, on others)	
Sentra	$400
240SX	$600-900, quota
Maxima	$800-1,100, quota
Stanza	$1,800-2,100, quota
300ZX	$2,500-3,500, quota
Pathfinder	$1,000-1,400, quota
Trucks	$1,200-1,400, quota
Trucks (Calif. only)	$1,500
PEUGEOT (1990, no expiration date)	$2,000
SUZUKI (expires Oct. 3)	
Swift (1990-91)	$700-1,000
Sidekick (1991)	$700-1,000
TOYOTA (1989-90-91 models; expires Sept. 4)	
Corolla, Camry	$700-900, quota
Trucks	$500-1,200, quota
VOLKSWAGEN	
All cars (1990, no expiration date)	$500-1,500
VOLVO (1991 models, expires Sept. 2)	
740; 940 Turbo and GLE	$1,500

CHRYSLER

FROM PAGE 1

and low interest financing incentives. Most recently, Ford Motor Co. abandoned all such incentives and opted to give its dealers the incentive money. But Ford capitulated in the face of consumer resistance and a weakening economy and returned to retail incentives.

Chrysler holds 44 percent of the U.S. minivan market. It is a market the company created in the 1984 model year but must increasingly defend against new domestic and import contenders. The minivan also is Chrysler's financial lifeline and the company desperately needs the money minivans generate to fund new product programs.

The five elements of the Ultimate Guarantee minivan program are a choice of warranties, "value" pricing, safety, security and resale value guarantees.

The Ultimate Guarantee program affects only 1992 minivan buyers, but Chrysler is revamping its warranty coverage for all of its 1992 vehicles, dealers said.

Buyers of 1992 Chrysler Corp. models may choose between two warranty programs that carry no deductibles, dealers said. No other manufacturer currently offers buyers a choice of coverage, dealers added.

Called the Owner's Choice Protection Plan, buyers may opt for three-year/36,000-mile bumper-to-bumper coverage with no deductible or for Chrysler's current seven-year/70,000-mile powertrain coverage.

The $100 deductible has been dropped for the seven-year/70,000-mile coverage. The seven-year/70,000-mile coverage includes bumper-to-bumper coverage with no deductible for the first 12 months/12,000 miles, just as 1991 warranties do.

Dealers had sought the three-year/36,000-mile coverage. General Motors, Ford Motor Co. and major Japanese and European makes will offer at least three-year/36,000-mile warranty coverage for 1992 and some have no deductible.

Chrysler will retain its Crystal Key warranty for luxury cars and the Chrysler Town & Country minivan. Crystal Key is bumper-to-bumper coverage for five years/50,000 miles with no deductible. Buyers are then covered with a seven-year/70,000-mile powertrain warranty. The $100 deductible on the seven-year/70,000-mile coverage will be dropped on 1992 models, dealers said.

Dealers said the Ultimate Guarantee program for 1992 minivans will include a resale value guarantee. If a Chrysler Corp. minivan buyer trades in the vehicle to a Chrysler dealer within four years of purchase, Chrysler will guarantee that the minivan's resale value will match or exceed the resale value of any minivan on the market, dealers said. The company has not yet provided dealers with details on how the resale value will be computed.

Along with the resale guarantee, Chrysler will promote a so-called "security guarantee." This feature will offer some type of roadside assistance plan, although dealers have been given only sketchy information.

In addition, a free cellular phone will be offered with a minivan purchase. Dealers said the free phone offer is expected to appeal to women buyers because the phones give them a sense of security.

The marketing campaign also will push safety. Chrysler will promote its minivan driver-side air bag, the availability of anti-lock brakes and optional child-safety seats that are integrated into minivan rear seats. The child safety seats are a new option in 1992.

In addition, Chrysler will promote heavily its Family Value minivan that was introduced in the 1991 model year. Dealers said the minivan will be advertised with a "pricing guarantee" as the best-priced minivan in the market, offered with an automatic transmission and air conditioning for a sticker of $14,500.

Dealers applauded the move, saying the program will give them the chance to maintain or even gain minivan market share.

INCENTIVE WATCH — CUSTOMER INCENTIVES
CONTINUING PROGRAMS

CHRYSLER CORP. Finance rates in lieu of rebates start at 7.9 percent on minivans, 2.9 percent on other models. Programs expire Sept. 30.	
Chrysler Imperial (1990-91)	$2,000
New Yorker Fifth Avenue and Salon (1990-91); LeBaron sedan (1990-91)	$1,500
Other LeBaron (1990-91)	$1,000
N.Y. Landau (1990)	$700
Dodge Shadow conv. (1991)	$2,000
Monaco (1990-91); Dynasty (1991); Spirit (1990-91)	$1,500
Other Shadow (1991); Colt GL (1991); Colt and Vista (1990); Shadow (1990, except America); Dynasty (1990)	$1,000
Shadow America (1991); Daytona (1990-91); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
Dodge Trucks	
Ram D/W, Ramcharger (1990)	$2,000
Ram van conversion (1990)	$1,750
Ram D/W (1991), Dakota, Ram van, Ram wagon (1990)	$1,500
Dakota, Ram wagon, van, conversion van, Ramcharger (1991)	$1,000
Ram 50, Power Ram 50 (1990)	$500
Ram 50, Power Ram 50 (1991)	$300
Eagle Premier (1991); Talon TSi (1990-91)	$1,500
Other Talon (1991)	$1,200
Talon (1990); Summit ES 3-dr. (1991);	
Summit 4-dr. (1990-91)	$1,000
Other Summit (1991)	$700
Summit base 3-dr. (1991)	$400
Jeep Cherokee (1990)	$2,000
Cherokee (1991), Grand Wagoneer (1990-91)	$1,500
Comanche (1990-91)	$1,000
Wrangler (1990-91)	$500
Plymouth Acclaim (1991), Laser RS Turbo (1990-91)	$1,500
Other Laser (1991)	$1,200
Sundance (1990-91, except America); Colt GL (1991); Colt (1990); Laser (1990);	
Colt Vista (1990)	$1,000
Colt Vista (1991)	$500
Colt base 3-dr. (1991)	$700
Sundance America (1991); Colt base 3-dr. (1991)	$700
Colt Vista (1991)	$500
All minivans (1991)	$500
All minivans (1990)	$1,500
FORD MOTOR CO. (1991 models. Finance rates in lieu of rebates start at 2.9 percent on Escort, 4.8 percent on Festiva, 7.9 percent on other Fords and Mercurys. There are no finance incentives on Lincolns. Programs expire Sept. 25.)	
Ford Festiva, Mustang	$500-1,000
Escort	$500-750
Tempo, Probe, Thunderbird	$1,000
Taurus SHO	$1,600
Other Taurus	$750-1,250
F series, Econoline	$500-1,000
Ranger	$1,000
Bronco	$1,500
Aerostar	$1,000-2,000
Mercury Tracer	$500-750
Topaz, Cougar, Capri	$1,000
Sable	$750-1,250
Lincoln Town Car, Continental, Mark VII	$2,000
GENERAL MOTORS Expires Sept. 25. Finance rates in lieu of rebates start at 4.9 percent for Buick and Pontiac, 6.9 percent for Chevrolet and GMC.	
Buick (1991)*	
Skylark, Century, Regal, LeSabre	$250-1,000
Riviera, Reatta	$2,000
*Based on option package ordered.	
Cadillac Seville, Eldorado	$1,500
DeVille, Fleetwood	$2,000
Brougham	$2,500
Chevrolet cars (1991)	
Cavalier	$300
Geo Metro	$400
Camaro, Corsica, Beretta	$500
Geo Storm, Geo Prizm, Lumina, Caprice	$1,000
Chevrolet trucks(1991)	
G van	$500-1,000
C/K (except 454SS), R/V	$500
Geo Tracker	$750
Astro, S/T pickup, S/T Blazer Tahoe, Lumina APV	$1,000
Other S/T Blazer (1991); V Blazer (1990-91), Suburban (1990-91)	$1,500
GMC	
G van (1990), R/V (1991), Sierra (1991)	$500
Sonoma (1991), S15 Jimmy (1991 4-dr. SLT), G van (1991), Safari (1991)	$1,000
S15 Jimmy (1991), V Jimmy (1990-91), Suburban (1990-91)	$1,500
Oldsmobile (1991)	
Oldsmobile has regional programs. This is an example.	
Cutlass Calais, Cutlass Supreme, Olds 88, Silhouette	$1,000
Custom Crusier, Bravada	$1,200
Cutlass Ciera, 98	$,1500
Toronado	$2,000
Pontiac	
LeMans, Firebird (1992)	$500
Grand Am, Trans Sport (1991)	$750
Grand Prix, Trans Sport (1992)	$750
Firebird, Grand Prix	$1,000
Bonneville (1991)	$1,500
HYUNDAI (expires Oct. 2)	
Excel (1990-91)	$500-1,000
Sonata (1990-91, except SE)	$1,000
Scoupe (1991, except SE)	$750
All models	$300 to military personnel
All models	$1,000 if Hyundai is traded
MAZDA (1991 models; expires Sept. 4 on 626, Oct. 2 on Protege; 5.9 percent loans offered in lieu of rebates)	
Protege	$800
626	$1,000
MITSUBISHI (1990-91 models; expires Sept. 30 in California and Hawaii, Aug. 31 elsewhere)	
Mirage (national)	$750
Galant, Eclipse (Hawaii)	$1,000
Trucks (Hawaii)	$1,250-1,500
SUBARU (expires Oct. 2)	
Loyale 4wd (1991)	$500
Legacy (1991)	$1,200
XT, XT6 (1991)	$2,000

Bricklin broke again

Chapter 7 filing lists $20 million in debts

CHARLES M. THOMAS
Staff Reporter

For the second time in a roller coaster career spanning more than two decades, flamboyant automotive entrepreneur Malcolm Bricklin has filed for personal-bankruptcy liquidation.

Bricklin's filing in Phoenix last week under Chapter 7 of the Bankruptcy Code listed less than $50,000 in assets, more than 150 creditors and claims totaling nearly $20 million, said his attorney, James LaGanke.

Bricklin previously filed under Chapter 7 in 1975 in Phoenix after his Bricklin car venture failed.

The new filing "will wipe the slate clean" and allow Bricklin to proceed with plans for a chain of "auto ranches" selling rebuilt cars, LaGanke said.

Bricklin, 52, said in a statement last week, "I am reluctantly taking this action to resolve my present financial problems . . . which primarily arose out of Global Motors' default on its contractual obligations to me."

Bricklin sold his interests in Global, importer of the Yugo from Yugoslavia, in 1988 to an investment firm for $15 million to $20 million. Global later filed for bankruptcy court protection.

The biggest liability listed by Bricklin is $17.3 million that a federal judge ordered him in June to pay to a couple for breach of contract. John and Rebecca Bednarik of Accokeek, Md., said they had invested $350,000 in a Bricklin venture in 1983 in exchange for U.S. Yugo distribution rights.

Two years ago he planned to create the first national dealership chain comprising 1,000 points. In typical Bricklin fashion, the linchpin for the chain was a "closing booth" — a mystical room that combined holograms and Disneyesque imagineering.

But he failed to gain the support of manufacturers for the venture.

Earlier this year, he announced yet another enterprise — a national chain of 50 used-car lots and remanufacturing centers to recondition vehicles.

Some of Bricklin's high-flying ventures have worked. He founded Subaru of America in 1968.

But several years later he launched a company to build a gull-wing sports car that ended in bankruptcy after a short production run. In 1983 he formed International Automobile Importers to import the Bertone X1/9 and Pininfarina Spider after Fiat pulled out of the U.S. market.

The two models never met Bricklin's sales expectations, nor did the dealer network ever reach the 1,000 he forecasted.

In 1984, Bricklin formed a company to import Yugos. He sold out in 1988 shortly before the financially troubled company laid off most of its corporate staff. The company is still struggling and trying to reorganize.

The Associated Press contributed to this report.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
FORD		
Dearborn, Mich.	8/26	3,590
Ford Mustang		
Kansas City, Mo.	8/26	
Ford Tempo		2,950
Mercury Topaz		1,065
Lorain, Ohio	8/26	
Ford Thunderbird		1,860
Mercury Cougar		2,315
Lorain, Ohio	8/26	*
Ford Econoline		
Ford Club Wagon		
GENERAL MOTORS		
Detroit-Hamtramck, Mich.	8/26	**
Cadillac Allante		
Janesville, Wis.	8/26	
Chevrolet Kodiak		210
GMC Topkick		260
Lansing, Mich. (B plant)	8/26, 9/2	*
Pontiac Grand Am		
Wilmington, Del.	8/26	*
Chevrolet Corsica		
Chevrolet Beretta		
Total U.S. car		11,780
Total U.S. truck		470
Total units lost week of 8/26		12,250

*Model changeover
**Holiday
Source: Automotive News Data Center

MORAN

FROM PAGE 4

for a capital loan — literally with tears in his eyes," Moran recalls in the letter. "We loaned him the money, which wound up being more than three times what he thought was the absolute maximum he needed."

But on the heels of Moran's letter, some dealers in the Southeast region received a three-page rebuttal signed "Anonymous — as I do not wish to evoke the wrath of Moran."

The letter questions why Moran would allow undercapitalized

After Moran's letter, some dealers received a rebuttal.

dealers to obtain Toyota franchises in the first place, unless "that same distributor was not proper or reputable and most definitely believed he could gain from the dealer's eventual demise."

The letter also chides Moran for criticizing the media for reporting news about the lawsuits and allegations that the company made improper political contributions in Florida.

"One only wonders," the anonymous letter reads, "how many more revelations will be discovered about this bully. Surely the press, the lawyers, the affected dealers, the current and former Southeast Toyota employees have more fuel to add to the fire. And just as surely, the value of the remaining Southeast Toyota dealerships continue to erode."

One North Carolina dealer, who asked not to be identified, said he agreed with Moran's claim that most of the suits against Southeast Toyota are being brought by dealers who "didn't run their businesses right."

Another North Carolina dealer, who also asked not to be identified, said that similar anonymous letters criticizing Moran have circulated in recent years.

An Alabama Toyota dealer who received both letters said he tended to agree with the anonymous letter more than Moran's.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 8/19-8/24/91	Actual 8/12-8/17/91	Month 8/1-8/24/91	Year 1/1-8/24/91	Year 1/1-8/25/90
LeBaron A.	0	0	0	0	8064
LeBaron J	0	0	0	18897	32787
New Yorker	0	0	0	4773	26487
Fifth Avenue	0	0	0	20697	18958
Imperial	150	0	150	4,713	12,626
Town & Country (trk.)	200	229	465	2,407	2,078
Total Chrysler	**350**	**229**	**615**	**51,287**	**101,000**
Horizon	0	0	0	0	4,327
Sundance	2,300	2,134	7,210	35,326	53,096
Acclaim	2,300	542	2,842	51,180	65,647
Voyager (trk.)	2,500	2,252	5,554	60,271	62,823
Voyager (Can. trk.)	2,958	2,801	9,123	69,604	67,965
Total Plymouth	**10,058**	**7,729**	**24,729**	**215,381**	**253,858**
Omni	0	0	0	0	4,078
Daytona	0	27	31	4,967	21,821
Shadow	2,150	1,996	6,811	40,181	60,644
Dynasty	2,600	0	2,600	69,050	72,412
Spirit	1,000	32	1,032	44,401	60,394
Monaco (Can.)	0	364	733	6,076	6,891
Caravan (trk.)	2,400	2,328	5,669	70,852	67,046
Caravan (Can. trk.)	3,186	2,998	9,530	90,534	85,280
Caravan C/V (trk.)	50	91	158	2,267	4,171
Caravan C/V (Can. trk.)	96	153	263	12,100	5,610
Dakota (trk.)	1,900	1,699	4,863	50,895	44,620
Ram pickups (trk.)	1,600	1,364	4,143	50,225	66,049
Ram Wagon (Can. trk.)	289	0	303	12,972	16,173
Ram Van (Can. trk.)	951	0	968	24,304	36,964
Total Dodge	**16,222**	**11,052**	**37,105**	**478,824**	**552,153**
Premier (Can.)	0	963	2,047	7,681	7,398
Cherokee (trk.)	3,900	4,107	13,573	85,283	99,694
Comanche (trk.)	150	124	423	3,292	4,942
Grand Wagoneer (trk.)	0	0	0	1,560	4,647
Wagoneer (trk.)	150	98	389	1,882	2,443
Wrangler (Can trk.)	1,590	1,634	5,452	38,572	37,875
Total Jeep-Eagle	**5,790**	**6,926**	**21,884**	**138,270**	**156,999**
Total U.S. car	**10,500**	**4,731**	**20,676**	**293,985**	**441,341**
Total Can. car	**0**	**1,327**	**2,780**	**13,757**	**14,289**
Total U.S. truck	**12,850**	**12,292**	**35,237**	**328,934**	**358,513**
Total Can. truck	**9,070**	**7,586**	**25,639**	**248,086**	**249,867**
CHRYSLER CORP.	**32,420**	**25,936**	**84,333**	**884,762**	**1,064,010**
Escort	5,741	5,678	18,882	134,973	144,992
Mustang	3,605	3,327	11,924	60,254	88,727
Tempo	3,043	2,122	9,000	73,900	86,800
Tempo (Can.)	0	3,234	5,765	68,611	77,733
Taurus	6,171	4,922	16,491	203,956	230,457
Thunderbird	0	2,432	5,122	50,233	75,112
Crown Victoria (Can.)	2,669	2,675	8,422	60,132	79,504
Aerostar (trk.)	4,434	2,152	13,018	107,420	134,996
Bronco (trk.)	636	488	1,384	10,054	34,293
Explorer/Bronco II (trk.)	6,613	6,346	21,520	173,187	118,738
Navajo (trk.)	372	278	772	6,764	0
Econoline (trk.)	3,097	3,823	12,283	92,199	128,383
Heavies (trk.)	0	715	1,126	21,693	35,884
Light trucks (trk.)	5,054	5,615	19,980	191,406	300,289
Light trucks (Can. trk.)	1,133	3,073	8,241	64,900	92,566
Ranger (trk.)	5,762	6,818	22,537	170,225	185,423
Total Ford Div.	**48,330**	**53,698**	**176,468**	**1,489,987**	**1,813,897**
Topaz	1,302	1,070	3,333	31,694	33,294
Topaz (Can.)	0	977	2,062	22,470	28,937
Cougar	0	1,811	4,770	40,738	49,857
Sable	1,775	1,501	5,102	67,028	69,949
Grnd Marquis (Can.)	3,091	3,029	9,695	63,070	71,913
Total Mercury	**6,168**	**8,388**	**24,962**	**225,000**	**253,950**
Continental	1,163	1,139	3,850	36,234	39,458
Mark VII	205	194	667	6,342	14,785
Town Car	2,721	2,671	9,018	85,233	100,758
Total Lincoln	**4,089**	**4,004**	**13,535**	**127,809**	**155,001**
Total L-M Div.	**10,257**	**12,392**	**38,497**	**352,809**	**408,951**
Total U.S. car	**25,726**	**26,867**	**88,159**	**790,585**	**934,189**
Total Can. car	**5,700**	**9,915**	**25,844**	**214,283**	**258,987**
Total U.S. truck	**25,969**	**26,235**	**92,621**	**772,948**	**938,906**
Total Can. truck	**1,133**	**3,073**	**8,241**	**64,900**	**92,566**
FORD MOTOR CO.	**58,587**	**66,090**	**214,965**	**1,842,716**	**2,222,848**
Skylark	226	29	255	27,765	58,667
Century	2,000	1,991	5,318	57,410	41,930
Regal (Can.)	2,854	2,796	6,711	77,148	90,469
Riviera	192	165	483	13,989	14,362
Park Avenue/Electra	1,837	1,967	6,157	71,901	26,955
LeSabre	3,493	2,811	9,523	40,222	105,097
Roadmaster Sedan*	1,259	1,289	3,454	17,434	0
Roadmaster Wagon†	156	150	441	17,289	4,022
Reatta	0	0	0	1,206	5,277
Total Buick	**12,017**	**11,198**	**32,342**	**324,364**	**346,779**
Eldorado	289	69	474	6,981	13,537
Seville	553	449	1,324	15,488	24,096
Brougham	633	539	1,587	12,444	18,702
DeVille	3,718	3,298	12,188	99,000	102,905
Allante	0	64	154	2,009	2,961
Total Cadillac	**5,193**	**4,419**	**15,727**	**135,922**	**162,201**
Cavalier	3,618	3,176	8,394	163,425	210,446
Camaro	1,338	1,288	3,797	33,397	46,423
Celebrity (Can.)	0	0	0	0	20,319
Corsica-Beretta	2,160	2,161	7,366	160,978	185,073
Lumina (Can.)	6,370	5,796	14,147	144,831	0
Caprice	2,848	2,432	7,415	86,881	161,072
Corvette	215	0	215	13,350	14,895
Astro (trk.)	2,751	2,513	5,264	57,824	83,196
Blazer (trk.)	5	126	389	5,534	11,771
Lumina APV (trk.)	398	96	494	24,864	56,553
Mediums (trk.)	0	0	0	863	6,325
P-Model (trk.)	570	568	1,138	13,256	15,501
Pickups (trk.)	6,581	5,461	15,031	182,017	265,801
Pickups (Can. trk.)	3,178	3,929	10,440	89,300	109,044
S10 (trk.)	5,552	5,713	14,619	165,257	154,251
S10 Blazer (trk.)	1,953	1,944	3,902	22,936	67,032
Sportsvan (trk.)	675	428	1,320	25,913	39,459
Sportsvan (Can. trk.)	941	312	1,253	33,187	32,032
Suburban (trk.)	900	756	2,546	20,155	46,557
Total Chevrolet	**40,053**	**36,899**	**97,729**	**1,243,978**	**1,527,758**
Calais	0	0	0	34,616	66,818
Cutlass Ciera	3,106	3,056	8,180	54,965	48,972
Cutlass Ciera (Can.)	0	0	0	41,089	53,487
Cutlass Supreme	2,250	2,141	4,432	66,439	58,619
Toronado	117	96	282	3,119	10,289
88	2,391	1,681	6,753	48,569	67,831
Custom Cruiser Wag.††	143	116	339	5,852	1,214
98	1,482	1,564	5,008	52,371	32,842
Silhouette (trk.)	123	20	143	13,133	23,636
Bravada (trk.)	204	197	401	10,239	0
Total Oldsmobile	**9,816**	**8,871**	**25,538**	**330,392**	**363,788**
Sunbird	1,822	1,601	4,230	75,433	100,989
Grand Am	188	24	212	87,273	134,676
Firebird	693	712	2,084	11,912	28,103
Grand Prix	2,448	2,403	6,656	66,760	74,879
Pontiac 6000	0	0	0	19,603	36,411
Pontiac 6000	0	0	0	0	137,968
Bonneville	2,620	2,887	9,516	42,674	51,452
Trans Sport (trk.)	230	45	275	16,236	36,842
Total Pontiac	**8,801**	**7,672**	**22,973**	**319,891**	**601,320**
Jimmy (trk.)	57	124	270	1,555	3,631
Mediums (trk.)	0	0	0	1,361	7,417
P-Model (trk.)	65	30	95	1,770	2,063
Pickups (trk.)	1,752	2,293	4,990	79,543	93,261
Pickups (Can. trk.)	1,072	316	2,058	33,189	42,176
Sonoma (trk.)	1,669	1,106	3,746	39,684	35,187
S15 Jimmy (trk.)	658	446	1,105	7,892	22,425
Safari (trk.)	1,116	1,085	2,201	25,197	29,752
Suburban (trk.)	479	496	1,790	16,482	23,378
Vandura (trk.)	261	176	501	11,710	14,761
Vandura (Can. trk.)	347	122	469	14,363	13,349
Total GMC	**7,476**	**6,194**	**17,235**	**232,746**	**287,400**
Total Saturn*	**1,681**	**1,601**	**5,443**	**53,898**	**0**
Total U.S. car	**43,398**	**39,768**	**121,679**	**1,484,653**	**1,749,515**
Total Can. car	**9,224**	**8,502**	**20,858**	**263,068**	**302,243**
Total U.S. truck	**25,999**	**23,623**	**60,219**	**743,423**	**1,048,799**
Total Can. truck	**5,538**	**4,679**	**14,230**	**170,839**	**196,601**
GENERAL MOTORS	**84,159**	**76,654**	**216,987**	**2,641,183**	**3,289,158**
Can. car	1,000	1,072	2,322	66,592	0
Can. trk.	400	440	990	29,663	0
CAMI*	**1,400**	**1,512**	**3,312**	**96,255**	**0**
DIAMOND-STAR*	**3,200**	**3,145**	**10,705**	**101,245**	**85,899**
Civic	1,683	1,820	6,037	58,611	75,909
Civic (Can.)	2,146	2,277	6,954	69,384	68,022
Accord	8,390	7,574	27,393	235,743	209,133
Total U.S. car	**10,073**	**9,394**	**33,438**	**294,354**	**285,042**
Total Can. car	**2,146**	**2,277**	**6,954**	**69,384**	**68,022**
HONDA	**12,219**	**11,671**	**40,394**	**363,738**	**353,064**
HYUNDAI Sonata (Can.)	**251**	**176**	**1,132**	**17,950**	**12,957**
MAZDA*	**3,409**	**4,028**	**10,250**	**101,668**	**113,610**
U.S. trk.	1,500	1,555	3,664	46,210	47,819
Can. trk.	160	165	508	4,703	6,345
NAVISTAR	**1,660**	**1,720**	**4,172**	**50,913**	**54,164**
Sentra	2,726	2,731	9,205	86,050	53,373
Pickup (trk.)	2,726	2,740	9,214	84,906	94,833
NISSAN	**5,452**	**5,471**	**18,419**	**170,956**	**148,206**
Toyota Corolla	2,100	2,174	7,559	71,494	69,411
Geo Prizm	2,000	1,734	6,366	64,046	68,422
NUMMI	**4,100**	**3,908**	**13,925**	**135,540**	**137,833**
Legacy	1,223	1,195	4,101	37,200	17,764
Pickup (trk.)	327	449	786	16,672	0
Rodeo (trk.)	776	839	2,658	16,969	0
Total U.S. car	**1,223**	**1,195**	**4,101**	**37,200**	**17,764**
Total U. S. trk.	**1,105**	**1,288**	**3,444**	**33,641**	**19,183**
SUBARU-ISUZU	**2,328**	**2,483**	**7,546**	**70,841**	**36,947**
Camry	0	3,465	9,409	136,263	142,042
Corolla (Can.)	1,300	1,388	3,798	41,988	38,638
TOYOTA	**1,300**	**4,853**	**13,207**	**178,251**	**180,680**
VOLVO 740,940 (Can.)	**180**	**0**	**180**	**5,325**	**5,433**
AM GENERAL (trk.)	**400**	**400**	**1,360**	**13,250**	**14,940**
MISCELLANEOUS (trk.)**	**2,650**	**2,650**	**9,010**	**87,270**	**99,600**
Total U.S. car	**104,355**	**99,224**	**321,540**	**3,441,543**	**3,999,808**
Total Canada car	**19,861**	**24,747**	**63,968**	**692,347**	**699,669**
Total U.S.-Canada car	**124,216**	**123,971**	**385,508**	**4,133,890**	**4,699,477**
Total U.S. truck	**73,198**	**70,783**	**214,771**	**2,118,582**	**2,613,693**
Total Canada truck	**16,301**	**15,943**	**49,606**	**517,391**	**545,379**
Total U.S.-Canada truck	**89,499**	**86,726**	**264,379**	**2,627,973**	**3,159,072**
TOTAL U.S.	**177,553**	**170,007**	**536,312**	**5,552,125**	**6,573,501**
TOTAL CANADA	**36,162**	**40,690**	**113,576**	**1,209,738**	**1,245,048**
TOTAL U.S.-CANADA CAR & TRUCK	**213,715**	**210,697**	**649,887**	**6,761,863**	**7,818,549**

*Estimate †1990 totals reflect LeSabre (rwd) ††1990 totals reflect Olds. 88 (rwd)
*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
May contain error of one or two units due to rounding.

Build rises as plants make '92s

ANNE E. WRIGHT
Chief Statistician

Car and truck production in the United States and Canada continues to climb as more plants return from model changeover and begin producing 1992 vehicles. To date, 95 percent of the production facilities have completed changeover.

Ford Motor Co.'s Lorain, Ohio, truck facility is down this week and is expected to begin Job 1 on Sept. 3.

General Motors' Lansing, Mich., B plant and Wilmington, Del., car facilities are down for model changeover and are expected to begin building 1992 models in early September. The Flint, Mich., truck facility will be down for major retooling to prepare for full-sized van production in the fall of 1992. The plant currently produces the Chevrolet Blazer and Suburban and the GMC Jimmy and Suburban.

Four transplant manufacturers are still producing 1991 models: Nissan Motor Manufacturing Corp. U.S.A.; Subaru-Isuzu Automotive Inc.; Toyota Motor Manufacturing U.S.A. Inc.; and Volvo.

This week's estimated car and truck build is 213,715, up 1.43 percent over the prior week but 2.34 percent below the year-ago week.

Year-to-date, total vehicle production in the United States and Canada is 6,761,863, trailing 1990 by 13.52 percent.

U.S. and Canada estimated car production last week was 124,216, virtually even with the previous week and down 1.85 percent below the year-ago week. So far this year, 4,133,890 cars have been assembled, 11.28 percent behind 1990.

Truck production in the United States and Canada was estimated at 89,499 last week, an increase of 3.20 percent over the prior week and down 3.00 percent from the year-ago week. Year-to-date, truck production remains 16.81 percent behind 1990.

Chrysler Corp. scheduled two eight-hour overtime shifts last Saturday at the Warren, Mich., truck plant.

Ford plans daily overtime next week at car plants in Atlanta and St. Thomas, Ontario; and at truck plants in Kansas City, Mo.; Louisville, Ky.; and St. Louis.

GM worked two shifts of overtime last Saturday at the Baltimore truck plant.

GM also idled the Allante line at the Detroit-Hamtramck, Mich., plant. The downtime is due to a holiday in Italy, where the Allante body is built.

■ **NEW TABLE:** The production table inaugurates a new format this week. It is designed to reflect an integrated look by manufacturer at car and truck production in the United States and Canada.

Comments concerning the new format can be mailed to the Automotive News Data Center at 1400 Woodbridge, Detroit, MI 48207 or faxed to (313) 446-0383.

NOTE

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37

Automotive News

September 2, 1991

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C2710-

Fast-paced Japanese hit the expansion redline

MARY ANN MASKERY
Staff Reporter

TOKYO — Japan's automakers, long thought to be as invincible as one of Norman Schwarzkopf's armored columns, are starting to look vulnerable these days as they face a growing list of major problems at home and abroad.

After five years of breakneck growth, a period that provided both the funds and confidence to expand worldwide, the industry has run up against a brick wall of limitations that few could have foreseen even one year ago. They include:

- A growing labor shortage at home, affecting everything from production scheduling to capital spending. To woo reluctant youths into their plants, companies must increasingly turn to part-time work, flexible hours and such amenities as dormitories and first-rate restaurants.
- Mounting union and environmentalist opposition to the industry's vaunted short product cycle, a pillar of its competitiveness. Opponents charge the industry with wasting resources.
- Disruptive traffic congestion at home, affecting both the industry's vaunted just-in-time delivery system and sales. So severe has the country's traffic snarl become that a certified proof of parking space must be shown before a car may be registered.
- A sharp rise in the cost of capital funds, the lifeblood of expansion and modernization. Companies, which paid for their last decade's expansion with money borrowed at 1 percent to 1.5 percent, are now drawing down cash reserves to avoid rates that have soared above 8 percent.

Stock offerings, another traditional source of financing, have been shut off by a year-long bloodbath on the Tokyo Stock Exchange, off 35 percent in the past year.

- Rising protectionist sentiments abroad, dampening both export sales and direct plant investment.
- Weak sales in the home market,

see **JAPAN,** *34*

latenews

Dealers whack TV ad spending

NEW YORK — Car dealers and manufacturers trimmed their first half TV ad spending by more than $250 million from a year earlier. Total 1991 TV ad spending through June totaled $1.43 billion.

The Television Bureau of Advertising said car dealers cut spending on local TV by 22 percent to $111.9 million in the period. Manufacturers' network spending declined 17 percent to $741.4 million, and auto spending on the spot market was off 11 percent to $572.3 million.

Figures are based on Arbitron data in the 75 largest TV markets.

Mazda ads tease launch of new cars

IRVINE, Calif. — Mazda Motor of America Inc. began a teaser advertising campaign Sept. 1 to preface what it terms the "most expansive new model launch in the company's history."

The campaign includes seven 15-second commercials urging viewers to watch TV Sept. 22 when the "New Mazda" will be revealed on network and Fox TV.

Spots for the MX-3 sports coupe and 929 luxury sedan open with shrouded cars. Viewers are given a glimpse of the MX-3 as the shroud waves gently in the wind.

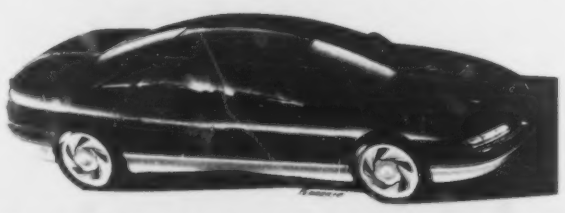
In the 929 spots, the shroud falls from the car just as the camera's view becomes obstructed.

The 929 and MX-3 are the first of five new models Mazda plans to introduce over the next nine months. The other three are the

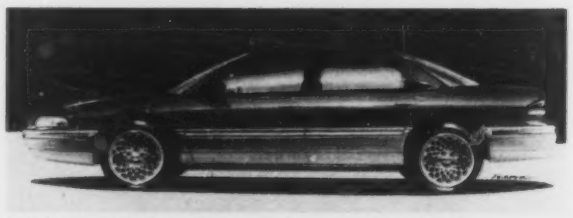
see **LATE NEWS,** *2*

The first official look at the 1993 Dodge Intrepid shows a family resemblance to Viper, especially the grille and head lamps; Intrepid goes into production next summer.

Chrysler christens '93 LH triplets



Tires on all LH models including this Eagle Vision are pushed to the edges of the sheet metal to create an aggressive stance.



Cab-forward design allows the Chrysler Concorde's doors to be significantly wider than those of most sedans.

Chrysler Corp. has named three mid-sized sedans it will introduce in the 1993 model year: Chrysler Concorde, Dodge Intrepid and Eagle Vision.

Production begins in June 1992 at Chrysler's Bramalea, Ontario, plant. The assembly plant will shut down Dec. 6 for model changeover; it currently produces the Dodge Monaco and Eagle Premier, which will be discontinued.

The new line of sedans, codenamed LH, display Chrysler's cab-forward design philosophy, which moves the leading edge of the windshield forward, over the engine compartment.

The vehicles will feature a new Chrysler-built 3.5-liter, 24-valve V-6 engine, electronic traction control, anti-lock brakes and standard driver- and passenger-side air bags.

Chrysler tries new marketing for old line

MARY CONNELLY
Staff Reporter

HIGHLAND PARK, Mich. — Chrysler Corp. will try to get customers to trade in their vehicles sooner with a new financing program that combines the low monthly payments of leasing with the advantage of car ownership.

Chrysler announced several innovative marketing programs last week at a 1992-model introduction that was short on new products and long on new approaches to attract buyers.

The Gold Key Plus program begins Oct. 1 on all new 1991 and 1992 models. Under the program, buyers will make a downpayment of at least 5 percent and will own the vehicle. Chrysler pre-sets a residual value for the end of a 24- to 48-month contract cycle.

Other new marketing or financing programs confirmed by Chrysler include:

- The Ultimate Guarantee for buyers of 1992 minivans during the fourth quarter of 1991: A guarantee of a Chrysler trade-in value within 48 months at least as high as competitive minivans, a choice of warranties, a roadside assistance plan and a free car phone. Buyers can opt for the program instead of any retail incentives.
- A choice on all Chrysler vehicles of the company's traditional seven-year/70,000-mile powertrain warranty combined with the 12-month bumper-to-bumper warranty, or a new three-year bumper-to-bumper warranty. Chrysler has eliminated deductibles. Advertising for 1992-models will hammer home the uniqueness of the choice.

Chrysler introduced only one all-new vehicle last week: The Mitsubishi-built Eagle Summit wagon/Plymouth Colt Vista, a five-pas-

see **CHRYSLER,** *36*

Iacocca will stick around ➤ 3

Hyundai hopes to improve image with Elantra freebies

KRISTINE STIVEN BREESE
Staff Reporter

CARMEL, Calif. — In an attempt to ease consumer fears about owning its cars, Hyundai Motor America will pay for all maintenance and repairs on its 1992 Elantra for two years/24,000 miles.

The program, called Value Care, begins wher

goes on sale next month. If it works, Hyundai could spread the plan to its other three models.

"We have to overcome the perceived risk of buying a Hyundai product," said Tom Ryan, vice president of marketing. "Our research shows that we are better than the perception. Image is our [illegible] problem."

The move is one of a series of programs aimed at rebuilding the importer. Despite the addition of the Sonata and Scoupe models, Hyundai's annual sales have dropped nearly 50 percent since 1988. The company's 1991 unit sales were off 15.0 percent through July.

Under the Value Care program, Hyundai says it will pick up the tab for virtually any needed repair or maintenance. That includes oil changes, filters, fluid changes, wipers, brake shoes, tires, spark plugs and tune-ups.

The program comes in addition to Hyundai's three-year/36,000-mile bumper-to-bumper warranty.

see **HYUNDAI,** *35*

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Automakers roll out 1992s:

Chevrolet, Pg 10
Chevy truck, Pg 14
Chrysler, Pg 19
Dodge, Pg 16
Dodge truck, Pg 16
Eagle, Page 11
Geo, Pg 10
GMC, Pg 14
Jeep, Pg 11
Oldsmobile, Pg 32
Plymouth, Pg 17
Suzuki, Pg 32

Oldsmobile's new Achieva

Johnson: in Tokyo

Kurylko: in Frankfurt

2 reporters move overseas

Two key *Automotive News* reporters have been reassigned to overseas posts by Editor Peter Brown.

Richard Johnson, 37, who has been Europe editor in Frankfurt since 1985, was named Asia editor. He joins Mary Ann Maskery, Tokyo bureau chief.

Diana Kurylko, 35, a Washington bureau reporter for three years, succeeds Johnson in Frankfurt.

Johnson joined *Automotive News* in 1984 and covered Ford Motor Co. and the former American Motors before being transferred to Europe. A native of Michigan, he graduated from Oakland University with a degree in English.

Kurylko, a native of New Jersey, joined *Automotive News* in 1988. A Rutgers University graduate, she is a past president of the Washington Automotive Press Association.

index

Auction ads	22-26
Auction dates	26
Classifieds	27-31
Dealers	31
Incentives	36
Keith Crain	12
Legal file	21
Letters	13
Opinion	12
Personnel	20
Production	37
RVs	18

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AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207-3185.

corrections

■ An article in the Aug. 26 issue reported incorrectly that the U.S. Treasury Department has issued a ruling on the disputed domestic content levels at CAMI Automotive Inc. Treasury actually reached a preliminary conclusion on the matter but has not announced it formally. Any ruling will come jointly from the United States and Canada under the Canada-U.S. Free Trade Agreement.

■ An Aug. 19 photograph of an empty Toyota dealership may have created a false impression. The caption noted that Toyota Motor Sales U.S.A. had lost six dealers since Jan. 1. But the assets of the pictured dealership had been sold a year ago, and the purchaser opened a Toyota store nearby. So the closing of the pictured store was not part of any net loss.

HANS G. LEHMANN/HIDDEN IMAGE

Mazda readies new RX-7

Mazda will unveil an RX-7 replacement at the Tokyo auto show in October, but prototypes have been touring Germany's Nurburgring track. The new model features more rounded styling but is about the same size as the current RX-7. Power will come from a rotary engine, a turbocharged version expected to produce 200 horsepower. A U.S. debut is slated for spring.

latenews

CONTINUED *from* PAGE 1

RX-7, 626 and MX-6.

The campaign was developed in conjunction with Mazda's advertising agency, Foote, Cone & Belding in Orange County, Calif.

Ford recalls Probes, Festivas for emissions

DEARBORN, Mich. — Ford Motor Co. is recalling about 26,000 of its 1990 Probe models equipped with 3.0-liter V-6 engines to check exhaust emissions levels.

Dealers may have to install a new engine control module in some of the cars. Models built for California are not included.

Ford is also recalling about 20,400 of its 1988 and 1989 Festivas with 1.3-liter four-cylinder engines and manual transmissions built for California. Dealers will replace the exhaust gas recirculation valve. Ford said the current valve may incorrectly activate an indicator to service the emissions control system.

Volvo, Renault report second-quarter losses

NEW YORK — AB Volvo reported its pre-tax profit plummeted 74.3 percent in the second quarter, to about $40.7 million (258 million Swedish kronor).

Separately, Volvo's partner, Renault SA, announced its pre-tax operating profit sank 65.4 percent in the second quarter, to $161.9 million (962 million francs).

Volvo's year-old plan to cut overhead by $473 million has had some effect already and will be fully felt in the second half, the company said.

AB Volvo and Renault SA are tied by a series of cross-shareholdings.

Yugo ad account up for review

NEW YORK — Yugo America announced it is putting its advertising account up for review.

Yugo expects its present agency, Frankfurt Gips Balkind, to be among the agencies to pitch the account in the review that begins this week, said Tim Stone, Yugo national sales manager. Annual ad billings are $7 million to $9 million.

Toyota operating profit dips 22% for fiscal year

TOKYO — Toyota Motor Corp. said last week that operating profit from worldwide operations for the fiscal year ended June 30 fell 22.3 percent from a year earlier, to the equivalent of $3.6 billion. The dip reflected increased research spending and higher costs for personnel and depreciation, Toyota said.

Sales rose 7.2 percent, to $71.4 billion, the company said.

Toyota said unconsolidated operating income, which includes only parent-company results, slid 37.1 percent, to $2.4 billion. But net income for the year fell only 2.2 percent, to $3.1 billion.

Toyota said it produced 4.1 million vehicles in Japan last year, an increase of 1.9 percent. The company said it hopes to meet a target of 4.3 million this fiscal year. But company executives said a possible slowdown in the domestic market and uncertain conditions in key export markets could affect results.

Infiniti up 4.4%; Q45 now $42,000

CARSON, Calif. — Infiniti, the luxury-car division of Nissan Motor Corp. in U.S.A., has raised prices an average of 4.4 percent on its 1992 models.

The 1992 prices are: G20 four-door sedan, $18,300, up $550; M30 coupe, $25,000, up $500; M30 convertible, $33,000, up $2,000; and Q45 four-door sedan, $42,000, up $2000.

The destination charge remains at $385 on the 1992 models.

Prices of 1992 Nissan, Lexus and Suzuki models are on Page 33.

Autolatina moves Fox to Argentina plant

SAO PAULO, Brazil — Autolatina, the joint venture between Ford Motor Co. and Volkswagen AG, said last week it will concentrate production of several four-door models in Argentina while its Brazilian operation focuses on coupes.

Production of the U.S.-bound VW Fox, sold here as the Voyage sedan, will shift to Argentina next year. Autolatina already builds the four-door Ford Escort in Argentina.

Five finalists named in Amati agency search

LOS ANGELES — Two ad agencies jilted in recent romances with automakers are looking for true love this time with Amati, the newly announced luxury division of Mazda Motor of America Inc. Three fresh faces are at the dance, too, hoping to win the $50 million account.

Amati's five finalists are: Della Femina, McNamee/WCRS, which recently lost the American Isuzu Motors Inc. account; Lord, Dentsu and Partners, which handled Peugeot Motors of America Inc. business until Peugeot pulled out of the market last month; Foote, Cone & Belding, whose branch in Irvine, Calif., handles the Mazda Motor of America account; Jordan, McGrath, Case and Taylor; and Tatham/R.S.C.G.

The Amati is scheduled to be introduced in the spring of 1994.

BMW names Stofer to top U.S. finance post

NEW YORK — BMW of North America Inc. named Wolfgang Stofer, 47, its new chief financial officer last week. He replaces Klaus-Christian Penner, 42, who became a senior planner in the Finance Group at parent company BMW AG.

Stofer was most recently chief financial officer for BMW Italy. He joined BMW in 1978, after serving as an auditor for Touche-Ross in Europe.

briefly

Zap! Video games topple Toyota

After seven years as the best publicly traded company in Japan, **Toyota Motor Corp.** this year fell to third. Nintendo Co., a video game maker, and 7-Eleven Japan Co., a chain of convenience stores, deposed the carmaker. The business newspaper *Nihon Keizai Shimbun* ranked companies by size, efficiency, shareholders' equity ratio and profitability. Toyota profits fell this year.

THE GREAT ESCAPE — No offense, but **Hyundai's** marketing vice president, Tom Ryan, doesn't like Motown. At a press event last week he said that during 20 years with **Ford Motor Co.** he tried to avoid assignments in Detroit, but he was sent there every time he got promoted. So he tried to escape when he joined Michelin Tire Corp. for four years, moving to Greenville, S.C., but the tire giant wanted to move him to Detroit, too. So, now he's with Hyundai . . . where the only transfers are to Seoul.

WELCOME TO THE CLUB — J. Davis Illingworth Jr., vice president and general manager of the **Lexus** division at **Toyota Motor Sales U.S.A. Inc.**, said last week he wishes **Mazda Motor of America Inc.** well in launching the new Amati second channel, but Illingworth said he is glad Lexus is almost finished with the formative stage: "If it were two years ago and I had to go through launching a division again, well . . . My advice to them is to buy plenty of aspirin, because they're going to have a lot of headaches."

Illingworth: Take two aspirin.

MUSEUM QUALITY — **Mercedes-Benz** last week built the last of its current S-class line, ending an 11-year run of 892,123 cars. The last of the current series, a black pearl 560SEC, went straight to the Mercedes museum in Stuttgart, Germany. The series has been replaced by a bigger, heavier and more expensive family.

WHO GOT EDUCATED —**Chevrolet** last week inaugurated the newly relocated Detroit Press Club in the city's Renaissance Center. The occasion: General Manager Jim Perkins' announcement of a partnership between Chevrolet and Apple Computers Inc. called Driving for Education. In an exhibit directly across from the Press Club entrance, for all to ogle as they poured into and out of the Chevy conference, stood an exhibit of **Ford Motor Co.** products.

ROUGH WATERS —Great Britain's anti-import factions can't count on this way to beat imports back to the sea. *Autocar & Motor* reported that two Japanese ships bound for England ran into another one at the Straits of Gibraltar. The accident cost **Toyota** 3,424 cars and **Mazda** 1,156 vans.

NAME GAME —Maybe you've heard it. Ever since **Mazda Motor of America Inc.** announced the name of its 1994 luxury car, scoffers have been scoffing: **"Amati? What a *strange* name for an automobile!"** We aren't trying to tell Mazda how to respond to those jibes, but we can think of three equally strange names that have been applied to luxury cars in recent years. **Acura. Lexus. Infiniti.**

Postwar Middle East is boom market for Big 3

BOB DeMAYER
Special Correspondent

Vehicle sales are soft in North America, but the expected postwar boom in the Middle East is well under way.

In the drive to meet postwar demand, the Big 3 shipped 2½ times as many vehicles to the Persian Gulf market in the first half of this year as they did in the first half of 1990, according to data compiled by the Motor Vehicle Manufacturers Association.

The Big 3 shipped 37,996 cars and trucks to the Persian Gulf region in the first half of the year compared to 14,903 in the first half of 1990 — the period immediately before Saddam Hussein's Iraqi army invaded Kuwait. General Motors accounted for 72 percent of the shipments this year and 75 percent last year.

Chrysler Corp. did not begin began shipments to the region until December 1990.

The six countries that form the Persian Gulf market, also known as the Gulf Cooperative Council, are Bahrain, Kuwait, Omar, Qatar, Saudi Arabia and the United Arab Emirates.

General Motors increased shipments to Kuwait, in particular, to replace vehicles destroyed and stolen during the Persian Gulf war, according to GM spokesman John Pekarek.

"In Kuwait, our sales this half were above and beyond normal," said Pekarek. "After the war ended, there was a better and more positive attitude, which helped increase our sales to the other Middle Eastern countries."

The Chevrolet Caprice sedan and the GMC Suburban are GM's best-selling car and truck in the Middle East.

According to the MVMA, GM shipped 27,526 cars and trucks to the Middle East in the first half of 1991, compared to 11,262 in the first half of 1990.

Ford's most popular cars in the Middle East are the Ford Crown Victoria and the Mercury Grand Marquis, according to Ford spokeswoman Lin Cummins.

Cummins said Ford's increase in shipments to the Middle East this year was due to postwar spending, inventory replacement for Kuwaiti dealers, inventory building by dealers in other countries and a Ford effort to increase Gulf market penetration.

Sales momentum in the region has grown steadily since the end of February, when

see **MIDDLE EAST,** *33*

NO RUSH

Iacocca quashes talk he's got one foot out the door

MARY CONNELLY
Staff Reporter

ROCHESTER HILLS, Mich. — Chrysler Corp. Chairman Lee Iacocca signaled last week that he is unlikely to retire soon.

In fact, Iacocca suggested that the Chrysler board of directors will be "deliberating all next year" about who will succeed him.

Iacocca's impromptu remarks to reporters were made at a dealership dedication ceremony in Rochester Hills, Mich.

Asked how long he will stay at the Chrysler helm, Iacocca, who will be 67 in October, said, "I don't know. 'Til things turn around."

Then in a joking manner, he said, "As soon as you get to be 65, they speculate you're going to drop dead. I'm really 64. Print that. I got a couple years to go."

The tenor of Iacocca's remarks made it clear that he is not in any hurry to hand over the chairmanship. There has been incessant speculation at Chrysler about when Iacocca might step down or name a successor. Iacocca has done little to clarify the issue.

Detroit was abuzz this summer with word that Chrysler was looking outside the company for a possible Iacocca successor. But the company has neither confirmed the report nor supplied the names of possible candidates.

New ads, dealership benefits ➤ 4

Chrysler President Robert Lutz and Vice Chairman Robert S. Miller Jr. are considered the primary internal contenders.

Iacocca has a strong incentive to remain at Chrysler beyond 1991. Under his contract, Chrysler will give him 62,500 shares of common stock for every quarter he works after Jan. 1, 1992. The contract expires Dec. 31, 1991, but in June 1990 Iacocca signed an agreement with the Chrysler board that allows him to remain as chairman indefinitely and gives him the shares.

Iacocca's comments last week that he will remain chairman until good times return indicate he will

see **IACOCCA,** *33*

JOE WILSSENS AN

At a Dodge dealership groundbreaking, Chrysler Chairman Lee Iacocca, second from right, meets the family of owner Tony Viviano, right. Pictured are grandsons Tony, left, and Jason, daughter-in-law Alicyn and son Sal.

Chrysler chief meets the family

Chrysler Chairman Lee Iacocca made a rare public appearance last week to help Dodge dealer Tony Viviano lay the cornerstone for his new $4 million store in Rochester Hills, Mich.

Tired of being isolated in a trailer away from people and press, Iacocca said to Viviano, "Come on, let's go meet your family and friends."

Viviano's sons Sal and Nino will manage the new 25,000-square-foot Metropolitan Dodge facility.

"This investment is like a little shot in the arm for the car business," said the elder Viviano.

— *William R. Diem*

Germans, Swedes first to tap Baltic markets

Automotive News Staff

The newly sovereign Baltic states of Estonia, Latvia and Lithuania are emerging as a potential market where some German and Swedish automakers are already doing business while U.S. makers wait on the sidelines.

Virtually all automakers continue to profess caution toward the Baltic states and other segments of the disintegrating Soviet Union despite widespread diplomatic recognition of the three nations with a combined population of nearly 8 million.

Primary industry concerns are the lack of hard currencies to pay for vehicles and the lack of economic infrastructures to support sales and service operations. Some proposed ventures are now on hold.

Volkswagen AG seems to have the best toehold in Lithuania, the southernmost Baltic nation. A few German VW dealers have been exporting new cars, mostly Golfs, to that country for years.

W.P. Schmidt, Volkswagen export director, says, "They now sell a few hundred cars altogether, and some even print instruction manuals in the local language and have been sending instructors to train local mechanics."

Saab-Scania AB began exporting trucks to Estonia a year ago, and to date has sold some 30 heavy-duty trucks to an Estonian long-haul transport company with its own service facilities.

Volvo Truck Corp. is scheduled to open its own authorized truck service facility in Tallinn, Estonia, this month. The company said it definitely plans to expand its presence there. Volvo Truck's exports to the Baltics went from zero in 1988 to about 40 units in 1990.

Volvo Car Corp. sells about 50 cars a year in the Baltic countries.

Saab Automobile AB was contacted by an Estonian car importer when the liberation movement started in 1990. A Saab spokesman said the talks were interrupted, but the climate again seems favorable.

Chrysler Corp. President Robert Lutz last week said the massive changes under way in the Soviet Union and the Eastern Bloc will create vast new markets, fueling an economic boom which may overturn the notion that growth in the industrialized world is peaking. Lutz declined comment on Chrysler's plans in the Baltic region.

MARTHA GRATTAN / DAVID L. BURHANS / AN

But Chrysler Chairman Lee Iacocca did indicate that "nothing came of" the company's discussions with the Soviet government about a possible venture to modernize a minivan assembly plant on the Baltic coast. Discussions, begun in 1988, focused on the possible modernization of the RAF factory in Riga, Latvia, which produces an 11-passenger minibus (RAF-2203) and derivatives primarily used as medical ambulances, and as fire protection and traffic control vehicles.

"We were invited by the old regime," Iacocca said. "I don't know who we would go back to see this time."

Richard M. Lee, executive-in-charge of General Motors' international export sales, said it's still too early to tell what business opportunities there will be in the Baltic states and the other newly independent states.

"From a long-term perspective, there are some very significant signs that those markets are going to open up eventually and, in terms of volume growth, could represent

see **BALTIC,** *33*

Isuzu prepares to crank up Rodeo output

LINDSAY CHAPPELL
Staff Reporter

American Isuzu Motors Inc. is banking on a surge in Rodeo sales this year to clear production from an expanded U.S. assembly plant.

Isuzu's U.S. factory is about to pump up the volume on the sport-utility to about 60,000 a year, or 5,000 a month. That's almost twice the volume that Isuzu dealers have managed to sell so far in the Rodeo's best month.

Sales are brisk for the Rodeo, introduced in 1990, the company reports. But in its best-selling month to date, June 1991, the Rodeo posted 2,775 sales. If that level held for 12 months, it would amount to about 33,000 sales a year — or 26,000 less than what Subaru-Isuzu Automotive Inc. now plans to build.

"The Rodeo is selling better every month," said Susan Cain, a spokeswoman for American Isuzu. "We have high hopes for it."

The increase in volume is the result of a $65-million expansion at the Subaru-Isuzu factory in Lafayette, Ind. That expansion was originally slated to boost Isuzu's output as well as its partner's, Fuji Heavy Industries Ltd.

Fuji manufacturers the Subaru

see **ISUZU,** *33*

10-DAY CAR AND TRUCK SALES, BY MAKE

	Aug. 11-20, 1991	Aug. 11-20, 1990
ALFA ROMEO (Imp. car)*	85	132
Acura (Imp. car)	3,465	3,651
Domestic car	14,983	12,323
Imported car	4,244	5,471
Honda	19,227	17,794
AMERICAN HONDA	22,692	21,445
ASTON MARTIN (Imp. car)*	2	2
BMW (Imp. car)*	1,458	1,413
Domestic car*	2,873	4,038
Imported car*	14	67
Domestic truck*	75	62
Chrysler Division*	2,962	4,167
Domestic car*	5,551	7,250
Imported car*	1,074	643
Domestic truck*	8,505	8,690
Imported truck*	88	236
Dodge*	15,218	16,819
Domestic car*	1,287	1,526
Imported car*	234	338
Eagle*	1,521	1,864
Domestic truck*	3,285	4,700
Jeep*	3,285	4,700
Domestic car*	3,289	4,997
Imported car*	470	542
Domestic truck*	3,135	3,617
Plymouth*	6,894	9,156
Domestic car*	13,000	17,811
Imported car*	1,792	1,590
Domestic truck*	15,000	17,069
Imported truck*	88	236
CHRYSLER CORP.*	29,889	36,705
Imported car*	197	193
Imported truck*	58	140
DAIHATSU*	255	333
FERRARI (Imp. car)*	24	24
Domestic car	25,422	28,359
Imported car	913	1,332
Domestic truck	28,883	36,512
Ford Division	55,218	66,203
Domestic car	3,434	8,142
Lincoln	3,434	8,142
Domestic car	8,051	4,612
Imported car	1,573	1,698
Mercury	9,624	6,310
Domestic car	36,907	41,113
Imported car	2,486	3,030
Domestic truck	28,883	36,512
FORD	68,276	80,655
Domestic car	12,660	11,970
Buick	12,660	11,970
Domestic car	3,205	5,570
Cadillac	3,205	5,570
Domestic car	22,524	30,223
Imported car	2,880	2,978
Domestic truck	26,820	32,803
Imported truck	56	56
Chevrolet	52,280	66,060
GMC	7,929	8,787
Domestic car	10,514	9,701
Domestic truck	828	830
Oldsmobile	11,342	10,531
Domestic car	9,527	12,633
Imported car	1,090	1,333
Domestic truck	560	791
Pontiac	11,177	14,757
Domestic car	2,280	0
Saturn	2,280	0
Domestic car	60,710	70,097
Imported car	3,970	4,311
Domestic truck	36,137	43,131
Imported truck	56	56
GENERAL MOTORS	100,873	117,595
HYUNDAI*†	3,407	3,201
Imported car*	246	116
Domestic truck	1,099	302
Imported truck*	2,093	1,599
ISUZU*	3,438	2,017
JAGUAR (Imp. car)*	250	423
LAMBORGHINI (Imp. car)*	4	4
LOTUS (Imp. car)*	8	8
MASERATI (Imp. car)*	6	6
Domestic car	1,521	2,660
Imported car*	3,726	4,251
Domestic truck	326	0
Imported truck*	3,916	2,925
MAZDA*	9,489	9,836
MERCEDES-BENZ (Imp. car)*	1,427	1,585
Domestic car	1,735	1,120
Imported car*	2,245	1,458
Imported truck*	735	1,142
MITSUBISHI*	4,714	3,720
Infiniti	1,632	632
Domestic car	2,512	3,129
Imported car*	9,074	8,259
Domestic truck	3,486	3,696
Imported truck*	5,624	4,378
Nissan*	20,695	19,462
NISSAN MOTOR CORP.	22,328	20,094
PEUGEOT (Imp. car)*	84	181
PORSCHE (Imp. car)*	122	225
RANGE ROVER (Imp. truck)*	72	136
ROLLS/BENTLEY (Imp. car)*	15	30
SAAB (Imp. car)*	650	1,090
STERLING (Imp. car)*	148	82
Domestic car	1,103	643
Imported car*	1,337	2,493
SUBARU*	2,490	3,136
Imported car	142	160
Imported truck	413	300
SUZUKI†	555	460
Lexus (imp. car)	1,530	1,516
Domestic car	9,946	10,444
Imported car	6,457	9,633
Imported truck	6,784	7,989
Toyota	23,197	28,066
TOYOTA MOTOR SALES	24,727	29,582
Audi (imp. car)*	232	466
Imported car*	2,487	3,464
Imported truck*	205	213
Volkswagen*	2,692	3,677
VWoA*	2,923	4,143
VOLVO*†	1,730	2,292
YUGO (Imp. car)*	84	166
Domestic car	142,417	159,340
Imported car	54,822	61,477
TOTAL CAR	197,239	220,817
Domestic truck	84,931	100,710
Imported truck	20,043	18,113
TOTAL TRUCK	104,974	119,823
TOTAL CAR & TRK	302,213	340,640

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 8 last year.

Car-truck sales dive 11.3% in mid-August

JIM HENRY
Staff Reporter

New-vehicle sales fell 11.3 percent to 302,214 cars and light trucks in mid-August. The dip was slightly less than the 13.2 percent decline for the year to date.

Car sales were down 10.7 percent, and light trucks were 12.4 percent below the year-ago period. In mid-August 1990, sales were down a modest 4.6 percent despite the crisis in the Middle East that led to the Persian Gulf war.

Mid-August sales were mixed for the leading Japanese firms. Sales rose 5.8 percent for American Honda Motor Co. Inc. Acura sales declined 5.1 percent, but Honda climbed 8.1 percent. Nissan Motor Corp. in U.S.A. (Nissan/Infiniti) shot up 11.1 percent. Toyota Motor Sales U.S.A Inc. (Toyota/Lexus) was off 16.4 percent.

Combined Big 3 sales of domestic and imported cars and trucks were down 15.3 percent. Chrysler Corp. sales were off an estimated 18.6 percent, as every division trailed last year. Ford Motor Co. sales fell 15.4 percent, although Mercury was up 52.5 percent.

General Motors sales declined 14.2 percent. As in early August, Buick and Oldsmobile were the only divisions to post a gain. Nevertheless, GM sold more vehicles than Ford and Chrysler combined.

Automotive News estimates 10-day sales for Chrysler and for most imports. There were eight selling days in mid-August both years.

Head injuries 'possible' for drivers of Civic, Suzuki Sidekick

WASHINGTON — Drivers of the Honda Civic and the Suzuki Sidekick could suffer "possible" serious head injuries in a 35-mph crash, the government says.

The Sidekick front-seat passenger also could suffer "possible" serious head injury, according to the latest round of crashes in the National Highway Traffic Safety Administration's New Car Assessment Program.

Three other vehicles — the Isuzu Stylus, Nissan Stanza, and Nissan 300ZX — all had head scores well below the 1,000 threshold. The scores indicate that serious head injury is "unlikely," according to NHTSA. Passenger scores on the Stylus and Stanza also were in the "unlikely" range; data for passengers was not available on the 300ZX.

NHTSA crashed 32 vehicles in the 1991 model year. Also included in its bank of results are "projected scores" of 57 other vehicles that were crashed in previous years and that haven't been since redesigned.

Of 15 subcompacts crashed, the Civic was among three that scored in the "possible" serious head-injury range for drivers. The four-door Sidekick was one of seven sport-utilities with head-injury scores above the 1,000 threshold. But the four-door Sidekick had the highest passenger head-injury score among 12 sport-utilities crashed: 2,017.

In a statement, Suzuki noted that its vehicles comply with federal safety rules and that "NHTSA has not demonstrated a relationship between NCAP tests and a broad variety of real world driving conditions.

"As NHTSA makes it clear in its report, the NCAP results are not a basis for determining if a vehicle is safe," Suzuki said. "Minor variations in test procedures can result in significantly different test results."

A Honda spokeswoman said the Civic had "significantly better head-injury scores" in Honda's own tests.

The Audi 100 has the lowest driver head-injury score of all 89 vehicles: 185. The Ford Taurus had the lowest passenger head-injury score: 258. Both are intermediate cars. The highest driver score was for the Chevrolet G20 van: 3,665. The highest passenger score belonged to the Jeep Comanche pickup: 2,700.

NHTSA performs the crashes as a "consumer information" program. Vehicles meet federal safety standards at 30 mph. The agency says comparisons should be made among vehicles in the same weight range.

Environmental messages to get more play in ads

RAYMOND SERAFIN
Crain News Service

Safety, one of the key ad themes for automakers, may soon be joined by environmental messages.

General Motors will gradually integrate into its advertising information about progress on environmental issues, said Marina v.N. Whitman, vice president of the Public Affairs and Marketing Group.

"The concern about environmental impact is coming," she said, adding that now "it's not quite at the same stage as safety demands in customer terms."

Whitman said political questions about "green" issues are causing a marketplace problem, largely because U.S. automakers haven't done enough to explain their environmental efforts to the public.

"People are getting concerned about environmental issues," she said, "and that's why it's important to close this perception gap — to get the facts out about our emissions reduction leadership, our leadership in electric cars, about all the work we're doing on alternative fuels."

The political problem stems from Detroit's long history of knocking heads with Washington lawmakers over such regulatory issues as fuel economy, emissions, safety and recyclability — all potentially costly issues for the industry as it tries to pull itself out of a financially draining sales slump.

"Detroit has a lot of credibility problems because they complain about how things can't be done, and then the Japanese or the Europeans do them and create an image of being more technically advanced," said Stanley Plog, chairman of Plog Research, a marketing consulting firm.

"It would be hard to trace how many sales it costs Detroit, but it doesn't help if people have a negative attitude about you," he said. "You come across as anti-environmental at a time when everyone likes to think of themselves as environmentalists."

GM tends to be a lightning rod for social critics because of its size, said Thomas O'Grady, president of Integrated Automotive Resources, a marketing consulting firm. That goes back at least to the 1960s, when Ralph Nader earned his reputation as a consumer crusader by taking on GM on safety issues.

NEW CAR ASSESSMENT PROGRAM RESULTS FOR 1991

	Head injury: Driver	Head injury: passenger	Airbag
LIGHT CARS (2,000-2,499 POUNDS)			
Geo Storm*	417	981	Driver
Ford Escort*	434	450	No
Isuzu Stylus	580	No data	Driver
Nissan Sentra*	583	681	No
Acura Integra	585	637	No
Hyundai Excel	696	419	No
Mazda Protege*	779	612	No
Toyota Celica	834	685	Driver
Hyundai Scoupe*	870	618	No
Saturn SL2*	918	1,018	No
Mazda Miata	920	531	Driver
Mitsubishi Mirage	960	772	No
Honda Civic	1,068	601	No
Toyota Tercel*	1,138	729	No
Toyota Corolla*	1,238	613	No
COMPACT CARS (2,500-2,999 POUNDS)			
Chevrolet Beretta*	343	739	Driver
Dodge Daytona	399	297	Driver
Oldsmobile Calais	405	328	No
Nissan 240SX	407	525	No
Chevrolet Corsica*	493	956	Driver
Dodge Shadow*	503	457	Driver
Nissan Stanza	546	No data	No
Ford Probe*	550	418	No
Ford Tempo	721	470	No
Honda Accord*	750	378	No
Plymouth Acclaim*	762	446	Driver
Chevrolet Cavalier	770	485	No
Mitsubishi Eclipse	772	612	No
Buick Century*	815	1,144	No
Pontiac Grand Am	846	601	No
Subaru Legacy	1,007	675	No
Mitsubishi Galant*	1,024	711	No
BMW 325i	1,036	No data	Driver
Volkswagen Passat	1,182	604	No
Honda Prelude	1,279	854	No
MEDIUM CARS (3,000-3,499 POUNDS)			
Audi 100	185	710	Driver
Infiniti M30	466	443	Driver
Ford Taurus*	480	258	Driver
Chrysler New Yorker*	511	No data	Driver
Volvo 740	519	445	Driver
Honda Accord LX*	562	539	Driver
Chevrolet Camaro*	585	583	Driver
Ford Mustang	651	438	Driver
Ford Taurus	735	609	Driver
Nissan 300ZX	765	No data	Driver
Toyota Cressida	790	544	No
Mercedes 190E 2.6	800	833	Driver
Nissan Maxima	808	736	No
Buick Regal	880	535	No
Lexus ES250	992	630	Driver
Chevrolet Lumina	1,200	No data	No
Buick LeSabre	No data	426	No
HEAVY CARS (3,500 POUNDS & OVER)			
Cadillac DeVille	423	No data	Driver
Lincoln Town Car	471	No data	Driver/pass.
Chrysler Imperial	517	2,132	Driver
Chevrolet Caprice*	533	1,101	Driver
Ford Thunderbird	541	496	No
Lincoln Continental	863	492	Driver/pass.
MULTI-PURPOSE VEHICLES			
Jeep Wrangler YJ	758	1,229	No
Chevrolet Blazer	772	No data	No
Ford Explorer*	903	No data	No
Jeep Cherokee	943	841	No
Isuzu Amigo	996	744	No
Chevrolet Blazer*	1,026	1,826	No
Isuzu Rodeo*	1,254	884	No
Toyota 4Runner	1,306	1,133	No
Suzuki Sidekick 4-dr.	1,314	2,017	No
Suzuki Sidekick 2-dr.	1,345	1,763	No
Chevrolet Suburban	1,477	1,176	No
Isuzu Trooper II	1,564	1,952	No
LIGHT TRUCKS			
Dodge D150	685	486	No
Nissan Pickup	742	965	No
Chevrolet C1500	892	374	No
Chevrolet S-10	985	522	No
Jeep Comanche	1,052	2,700	No
Ford F-150	1,074	587	No
Chevrolet S-10	1,074	1,358	No
Ford Ranger	1,270	736	No
Toyota Pickup 4x4*	1,342	808	No
Toyota Pickup	1,520	883	No
Isuzu Pickup (spacecab)	1,873	723	No
VANS			
Pontiac Trans Sport	761	595	No
Mazda MPV*	1,038	500	No
Volkswagen Vanagon GL	1,320	899	No
Toyota Previa*	1,434	790	No
Ford Aerostar	1,568	1,070	No
Chevrolet Astro	1,849	1,838	No
Ford Club Wagon	2,613	1,896	No
Chevrolet G20	3,665	1,452	No

*1991 models crashed; others crashed in previous model years.
Source: National Traffic Safety Administration Names in bold were just released.